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V47 #3

Electronic Buttonhook

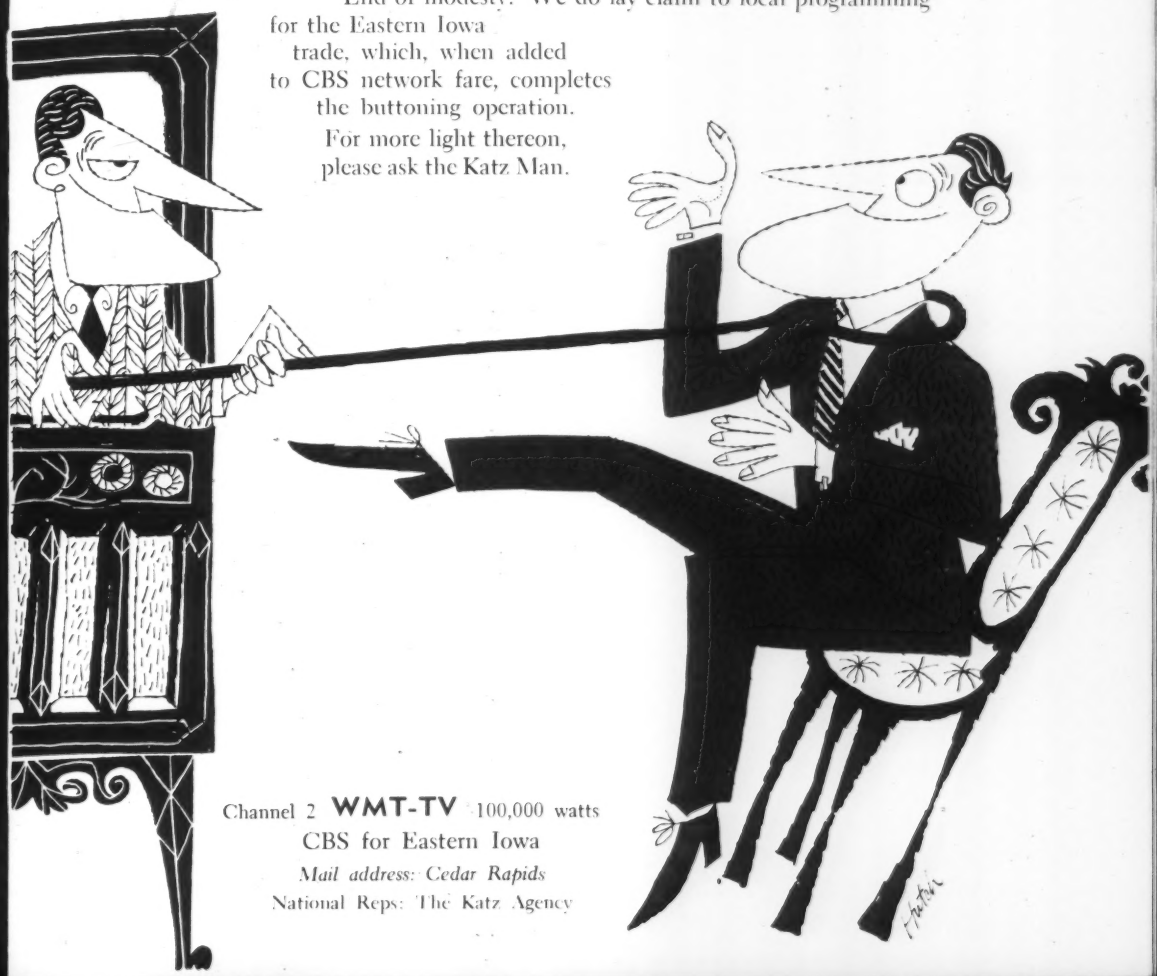
There are a bunch of guys in New York, Chicago, Los Angeles, and maybe even Washington, D. C., who are doing a pretty good job of turning out CBS TV programs. We have a gadget called a control panel which, by some kind of electronic magic too arcane for us salesmen, buttons onto the CBS TV network.

Folks in Eastern Iowa got buttons of their own. One of the juiciest, Channel 2, is pure pearl. By a strange coincidence it's WMT-TV.

Beyond having had sense enough to go CBS in the first place, we claim no credit for the excellence of CBS programs. We just lean back and feel their Pulse.

End of modesty. We do lay claim to local programming for the Eastern Iowa trade, which, when added to CBS network fare, completes the buttoning operation.

For more light thereon, please ask the Katz Man.

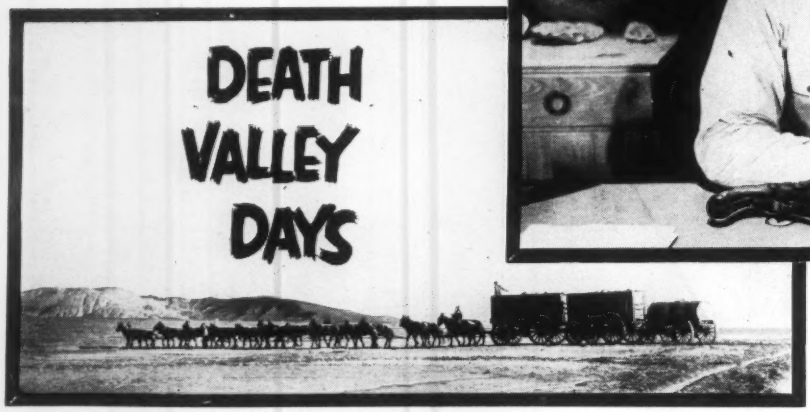


Channel 2 **WMT-TV** 100,000 watts
CBS for Eastern Iowa
Mail address: Cedar Rapids
National Reps: The Katz Agency

Howdy Folks!

I'm the "Old Ranger"

of "Death Valley Days"



20 Mule Team — early method of transporting Borax out of Death Valley, California

For many years, the "Old Ranger" on the radio related the thrilling and romantic stories of the Old West and Death Valley Days. They were the source of tremendous interest and popularity.

Such enthusiasm has since been transferred by popular demand to Television, and the "Old Ranger" is now regularly portraying "Death Valley Days" with the help of sight and sound.

The public has been overwhelming with compliments for the rebirth of "Death Valley Days" on Television.

PACIFIC BORAX CO. DOES A COMPLETE JOB . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

The "Old Ranger" and his associates in the "Death Valley Days" show on television feature the virtues of 20 Mule Team Borax and Boraxo.

20 Mule Team Borax — to speed and sweeten all laundry, diapers, and for housecleaning.

Boraxo, powdered hand soap — tackling dirt plain soap can't wash . . . works gently and quickly in cold water.

From one pioneer to another . . . Havens & Martin, Inc. doffs its hat to Pacific Borax Co. and the "Old Ranger." Pioneers build, and WMBG, WCOD and WTVR continue to build audiences and sales results for advertisers. Join the other advertisers using the First Stations of Virginia.

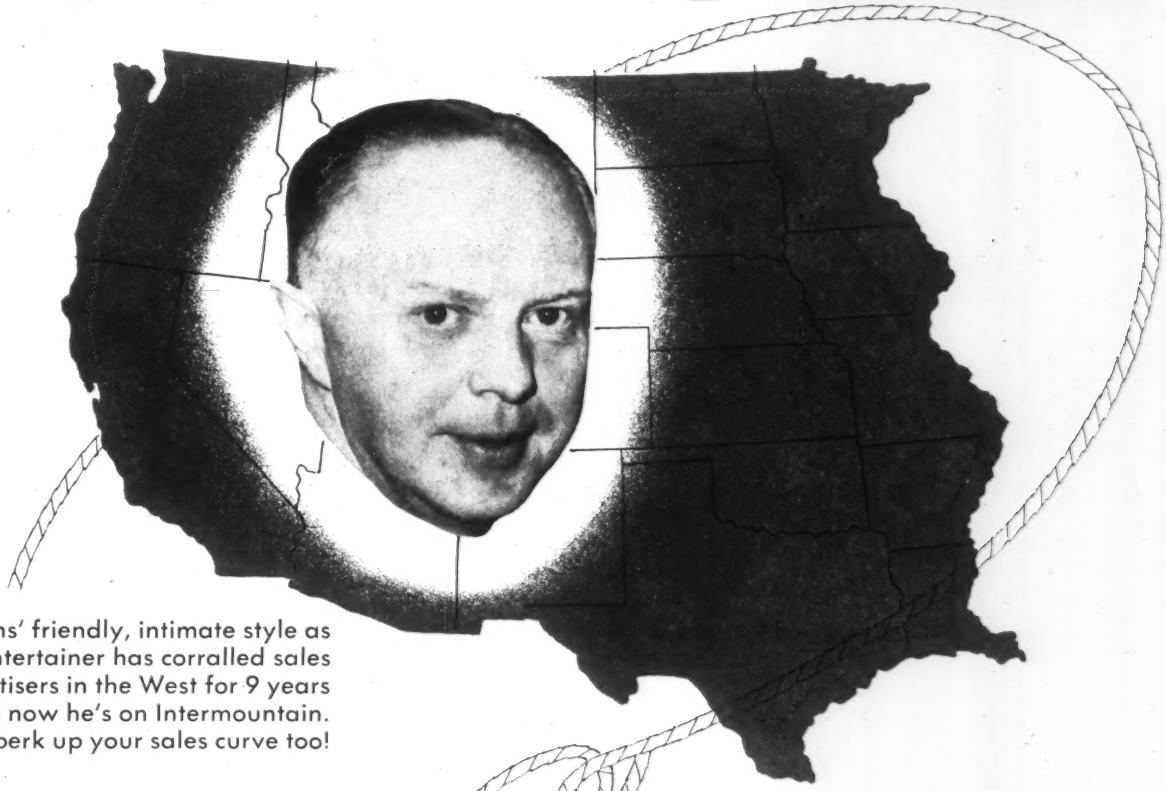
Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

Latch On to Ray Perkins



Ray Perkins' friendly, intimate style as an entertainer has corralled sales for advertisers in the West for 9 years — and now he's on Intermountain. Let Perkins perk up your sales curve too!

THE

RAY PERKINS SHOW

11:30 - 12:00 noon

Monday thru Friday

FULL

nter Mountain Network

44 STATIONS IN

UTAH IDAHO MONTANA WYOMING

SOUTH DAKOTA NEBRASKA COLORADO

NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

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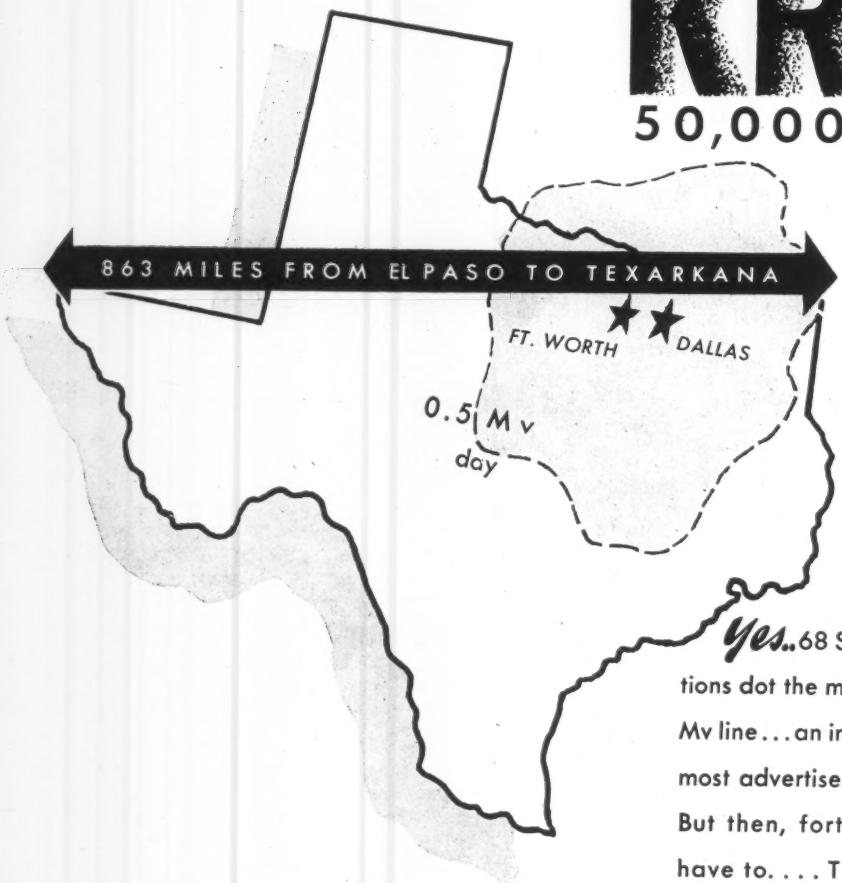
In Texas it's got to be TEXAS SIZE

THAT'S WHAT YOU GET WHEN YOU BUY KRLD

50,000 WATTS

CBS



Yes.. 68 Secondary Radio Stations dot the map within KRLD's 0.5 Mv line . . . an impossible number for most advertisers to cover the area. But then, fortunately they don't have to. . . . They can saturate it completely at one low cost, with one great 50,000 watt station, KRLD.

KRLD 50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

closed circuit

WITH 1955 NARTB Convention definitely scheduled for Washington, broadcasters may have distinction of being addressed by President Eisenhower. No convention in NARTB's 34 years has had U. S. President present in flesh, although Herbert Hoover, in 1931, did address Detroit convention by remote control radio.

★ ★ ★

BEST BET for effective date of CBS Radio's 15-20% rate cut is week of Aug. 26, first week after network's no-cut commitment to affiliates expires Aug. 25. NBC Radio, which says "most" of its affiliates have accepted its rate-cut proposal to "meet the competition," probably will put its plan into effect within few days of CBS Radio's. While CBS and NBC plan to effect reductions via increased discounts rather than rate changes, ABC Radio is planning to adopt single rate for daytime and evening, presumably to become effective about same time.

★ ★ ★

ASCAP revenue for 1954 is expected to reach new all-time high of about $20 million, according to estimates based on income for first half of year. Broadcast stations and networks, both radio and tv, contribute some 85% of this revenue.

★ ★ ★

IT MAY be premature but they're already talking about next vacancy on FCC—expiration of term of Frieda B. Hennock June 30, 1955. Appointment will go to Democrat under the law and first name thrown into speculation is Gov. Gordon Persons of Alabama, whose term expires at year-end. Brother of Maj. Gen. Wilton B. Persons, deputy assistant to the President, he is veteran broadcaster, having formerly held partnership of WSFA Montgomery, and is radio "ham" who has never lost interest in communications.

OFFICIALS of CIO National Assn. of Broadcast Engineers & Technicians upset over NLRB decision to withdraw jurisdiction over radio-tv stations with less than $200,000 annual gross income (see page 40). There's inference ruling is result of political alignment on labor board and was "inspired" by labor-management "majority" at NARTB.

★ ★ ★

DELAY in informal Senate Commerce Committee letter to FCC on Edward Lamb [CLOSED CIRCUIT, July 5] is only temporary. Sen. Bricker, committee chairman, has had letter on desk but failed to sign it last week. Reason: Senator was not satisfied with its composition and asked for redraft. Letter would suggest to FCC that it supply publisher-broadcaster Lamb with bill of particulars on renewal proceedings before public announcement.

★ ★ ★

FIRST ANNUAL convention of CBS Radio affiliates with officials of network will be held Sept. 1-2 at Edgewater Beach Hotel, Chicago. While affiliates' meetings have been held in conjunction with NARTB conventions in past, CBS affiliates have never heretofore held separate intra-network meetings.

★ ★ ★

SHORTLY to be named to consider personnel for projected new single television advertising promotion organization [B•T, July 12] will be personnel screening committee. Two dozen applications for top post already have been submitted in anticipation of new organization and are in hands of Clair R. McCollough, Steinman stations, head of NARTB Tv Board.

★ ★ ★

HOST TO four members of FCC (Chairman Hyde, Comrs. Bartley, Doerfer and Lee) at dinner last Wednesday night was Sylvester L. (Pat) Weaver Jr., NBC president, on his first formal visit to Washington since he was introduced to officialdom last February—two months after assumption of NBC presidency. Co-hosts were NBC Washington vice president, F. M. Russell, and George Wheeler, assistant vice president. Group also visited Sen. Potter (R-Mich.), chairman of Senate Communications Subcommittee.

★ ★ ★

FCC COMR. Frieda B. Hennock has traded in her legal assistant No. 5, Arthur Blooston, after small explosion. Though air cleared, Mr. Blooston chose to transfer to Safety & Special Services last week. This week she will announce No. 6: Louis C. Stephens, for many years in Washington with government and abroad for International Refugee Organization.

★ ★ ★

DESPITE small turnout to witness argument Thursday on FCC's daytime skywave report (story page 79), there are some who feel behind-scenes politicking will make uhf look like Sunday school picnic because proposal could reach to grass roots radio from coast-to-coast.

★ ★ ★

DESPITE SLACKENING of tv application pace, competent consultants are doing thriving business but they're performing primarily as "doctors" for anemic or sick operations. Going rate is $100-$150 per day plus expenses.

★ ★ ★

MOST EXCRUCIATING personnel problem in tv is in sales, notably sales management. Middle and small market stations are finding this problem most serious. Schools generally are turning out personnel to operate behind or in front of cameras but not in sales offices.

the week in brief

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WDEL-TV

NBC TV AFFILIATE

Wilmington, Delaware

Time to put your advertising dollar on the station that's doing an outstanding selling job, locally and nationally, WDEL-TV. Time to get your sales message across to a vast, responsive audience in a high-income area that includes all Delaware and thriving portions of Pennsylvania, New Jersey and Maryland. **These people spend over a billion dollars a year in the retail market!** Time right now to get your share!

Write or phone for availabilities

STEINMAN STATION

Represented by

MEEKER TV, Inc.

New York · Chicago · Los Angeles · San Francisco

at deadline

RACE FOR BIG-TUBE COLOR IS ON: RCA NOW LEADING BY TWO INCHES

DEVELOPMENT by RCA of new 21-inch tri-color picture tube with picture area of 250 square inches is being announced today (Mon.) by W. W. Watts, executive vice president, Electronic Products, RCA. Tube will be demonstrated Sept. 15. Fortnight ago, CBS-Hytron led large-screen field with announcement of 19-in., 205 sq. in. color tube [B•T, July 12].

MR. WATTS

Simultaneously, Mr. Watts said, RCA will demonstrate new color television receiver chassis having "greatly simplified circuitry." He added this will "substantially" reduce number of tubes and components required in color set and will result in "significant reduction of costs."

Among features cited for new RCA color tube were large picture area, said to be 22% larger than any other color tube available; shorter tube; less weight, described at 25% lighter than present competitive 19-inch glass tubes; better color purity; better picture contrast; room glare eliminated.

Tube employs 21-inch round metal envelope. Introductory price to equipment manufacturers, according to Mr. Watts, is $175.

Meanwhile it was announced by Tube Division, RCA, that new 17-inch and 21-inch black-and-white picture tubes have been developed which feature 90-degree deflection and are approximately 18 and 12% shorter respectively than comparable 70-degree kinescopes. Wide-angle kinescopes are said to permit receiver manufacturers to reduce size of television cabinets.

Lamb Sues Rep. Sutton, Nashville Stations for Libel

DEFAMATION of character suits totaling $1.5 million have been filed in behalf of broadcaster-publisher Edward Lamb in Tennessee Circuit Court for Davidson County, Whitworth Stokes, Lamb counsel at Nashville, told B•T Friday. Defendants are Rep. Pat Sutton (D-Tenn.) and Nashville stations WSIX-AM-TV, WSM-AM-TV and WLAC.

Mr. Stokes said tapes are being studied to determine if suits should include several other stations carrying portions of Rep. Sutton's 26½-hour talkathon Monday-Tuesday. He said Congressman, campaigning for Senate in Aug. 5 Democratic primary against Sen. Estes Kefauver (D-Tenn.), three times referred to Mr. Lamb as "communist" and that Tuesday night apology and retraction was "just as bad" as original charges. Stations also aired retractions and apologies, Mr. Stokes said (early story page 84).

Three separate suits were filed, Mr. Stokes explained, each asking $500,000 punitive damages. Suits respectively name Rep. Sutton and one of three stations. Lamb counsel said Tennessee law states it is libel per se to call anyone communist.

Earlier in week, Washington counsel for Mr. Lamb, Russell Morton Brown of McGrath & Brown, argued before U. S. Court of Appeals for D. C. seeking stay of FCC hearing scheduled July 28 on license renewal of Mr. Lamb's WICU (TV) Erie, Pa. FCC inquiry charges Mr. Lamb lied when he earlier told Commission he never had communist associations. Mr. Lamb repeatedly has denied giving false information to FCC or that he ever had Red ties (early story page 83).

HR & P Moves Today

HARRINGTON, Righter & Parsons, tv station representation firm, moving New York headquarters today (Mon.) to new building at 589 Fifth Ave.

AFM, AFTRA Dispute Goes Before NLRB Today

DISPUTE between American Federation of Musicians and American Federation of Television & Radio Artists over talent jurisdiction will be reviewed by National Labor Relations Board at hearings in Chicago starting today (Mon.). Hearings set before Examiner I. L. Brodwin at 10 a.m. in Chicago Theatre basement on AFTRA charge that musicians' union has forbidden members to belong to talent union. Controversy arose locally months ago when singing team of Homer & Jethroe were dropped from local program on ABC o&o WBKB (TV).

Business Census Killed In House Committee

SWINGING an economy axe, House Appropriations Committee Friday killed $8,430,000 funds request for census of business, manufacturing and mineral industries. Bid for full funds to hold censuses, of aid to researchers and marketing experts, was contained in President Eisenhower's supplemental appropriation package affecting score of Federal operations. House group slashed nearly 40% from overall supplemental request which totaled almost $2 billion.

Bonus Audience Increases

OUT-OF-HOME listening in New York area added 24.3% to at-home listening in May, more than at any previous time, according to latest Pulse survey. Year ago, out-of-home audience was 21.4% bonus; in May 1951 it added 17% to listeners at home. Average of 4.6% of all New York families were listening at work, in autos, while visiting or in public places between 6 a.m. and midnight, Pulse said, another new high, up from 3.9% average in May 1951.

• BUSINESS BRIEFLY

RADIO FOR ANAHIST • Anahist Co. (Super Anahist) Yonkers, N. Y., is preparing to buy radio spot announcements between 7 and 8:15 p.m. on more than 100 stations, five times weekly, news and weather adjacencies. Ted Bates Inc., N. Y., is agency.

SPOTS AND SPICE • Shulton Men's Toiletries, (All Spice) N. Y., through Wesley Assoc., starting seasonal spot announcement radio-tv campaign on Sept. 13 to run until Dec. 24 in about 50 markets.

SPOT CAMPAIGN • Armstrong Cork Co., Lancaster, Pa., planning spot radio announcement campaign in selected markets located mostly in west central states. BBDO, N. Y., is agency.

NASH ON CBS-TV • Nash Motors Div., American Motors Corp., will sponsor *Stage Show* Saturday nights on CBS-TV for five weeks effective July 17. Program featuring Tommy and Jimmy Dorsey is summer replacement for *Jackie Gleason Show*. Nash replaces W. A. Sheaffer Pen Co. on program until Aug. 14 when pen firm returns. Geyer Inc., N. Y., is agency for Nash.

GOEBEL SPONSORS • Armour & Co. and Pet Milk Co. have signed alternate-week sponsorship of show featuring comedian George Goebel, Saturdays, 10-10:30 p.m. on NBC-TV, three out of four Saturdays, effective Oct. 2. Foote, Cone & Belding, Chicago, and Gardner Adv., St. Louis, are agencies for Armour and Pet Milk, respectively.

MONDAY SHOW • Standard Brands, N. Y., (Royal gelatin and puddings and Blue Bonnet margarine) to sponsor 5:30-6 p.m. Monday show of five times weekly *Howdy Doody* program, effective Sept. 20 for 39 weeks. Ted Bates & Co., N. Y., is agency.

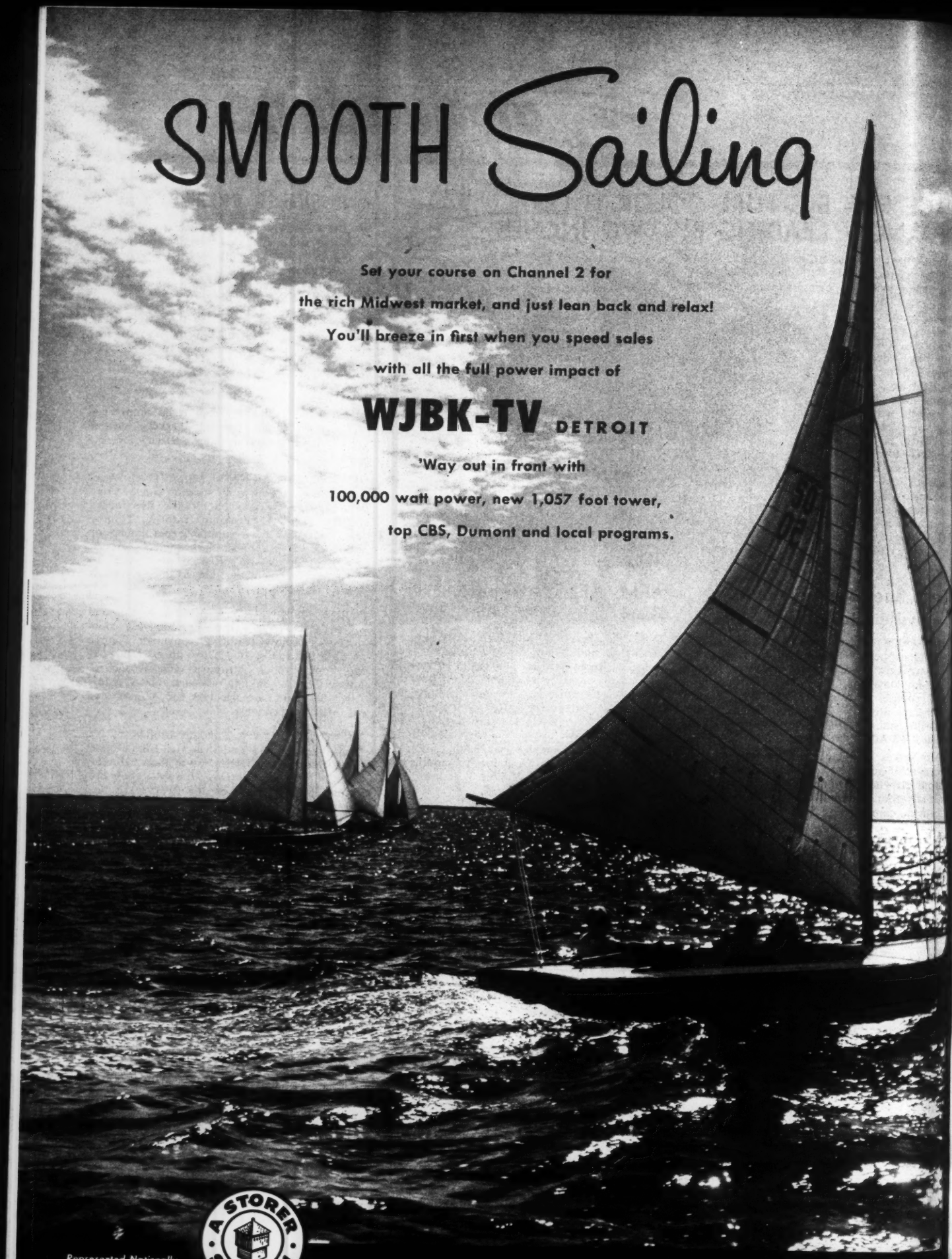
STANDARD IN SOUTH • Standard Brands, (Blue Bonnet margarine and Royal pudding) N. Y., starting radio spot schedule and also using some tv markets, effective Sept. 13, Monday through Friday, daytime, for 12 weeks, mostly in middle-size southern markets. Ted Bates Inc., N. Y., is agency.

RACE DAY • Reynolds Metal Co. will sponsor CBS Radio's coverage of The Hambletonian, Wed., Aug. 4 for third year. Agency: Buchanan & Co., N. Y.

LIBBY EXPANDS • Louis L. Libby Foods Inc., N. Y., through Hicks & Greist News Bureau, has expanded its radio spot schedule to include several additional states in north central area and in Winnipeg, Canada.

CHAIN BREAKS • Maine Sardines, N. Y., has placed six-week radio spot announcements campaign, using minute chain breaks, daytime, in 44 markets, effective today (Mon.) through BBDO, N. Y.

GF FILM • General Foods (instant pudding) placing 22-second film in Class A television time for two or three weeks starting July 31 in approximately 60 markets. Young & Rubicam, N. Y., is agency.


SMOOTH Sailing
Set your course on Channel 2 for
the rich Midwest market, and just lean back and relax!
You'll breeze in first when you speed sales
with all the full power impact of
WJBK-TV DETROIT
'Way out in front with
100,000 watt power, new 1,057 foot tower,
top CBS, Dumont and local programs.
A STORER STATION
Represented Nationally
by THE KATZ AGENCY
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

KMO-TV Sale Bid Filed; Other Actions at FCC

APPLICATION for FCC approval to sale of ch. 13 KMO-TV Tacoma, Wash., by Carl E. and Carl D. Haymond to J. Elroy McCaw for $300,000 was filed with FCC Friday [B•T, July 12]. Messrs. Haymond retain KMO. Mr. McCaw, former part owner KLZ-AM-FM-TV Denver, holds 25% interest in KONA (TV) Honolulu and owns KORC Mineral Wells, Tex. He also is part owner WINS New York, KYA San Francisco and KYAK Yakima, KELA Centralia and KALE Richland, all Washington.

Birmingham Educators Dismiss

IN VIEW of bid for ch. 10 at Birmingham by Alabama Educational Tv Commission (story page 87), Birmingham Area Educational Tv Assn. Friday dismissed its application pending before FCC for same facility.

Shreveport Argument July 30

ORAL argument on initial decision in Shreveport ch. 12 tv case scheduled by FCC Friday for July 30. Initial ruling preferred Shreveport Television Co. over competitors KRMD and Southland Television Co. to take over KSLA (TV) there, interim operation [B•T, June 14].

WSAY Protest Denied

ECONOMIC protest of WSAY Rochester against license renewal of WBBF there was denied for failure to cite specific details of alleged injury, FCC said Friday in memorandum opinion and order. WSAY complained of refusal by WBBF to allow rebroadcasting of programs as well as combination rates between WBBF and WGVA Geneva, N. Y., under common ownership.

Winston-Salem Likes Color

FIRST network color showing on WSJS-TV Winston-Salem, N. C., received enthusiastically by tv dealers and distributors, Harold Essex, executive vice president and general manager of station, reported Friday. Station carried NBC-TV's *Home* and *The Marriage* on first day of interconnection, July 15.

Network-TWA Peace Sought

MEETING is scheduled today (Mon.) in New York between U. S. Mediation Service and CBS-TV, NBC-TV, ABC-TV and Television Writers of America to discuss issues involved in possible strike by TWA over contract for free-lance scriptwriters (see story, page 40).

ABC Previews Football

PREMIERE broadcast of *Football Forecast*, first of three programs to be presented by ABC Radio as a preview to the telecasting of the National Collegiate Athletic Assn. football games this fall, will be carried Friday, 10-10:30 p.m. EDT. Other programs will be *Rally*, which will occupy the *Football Forecast* time slot starting Sept. 17, and *Victory Dance*, which will be presented during the football season on Saturday, 8-10 p.m. EDT, starting Sept. 18.

NEW KRAFT PLAN

EDWIN A. KRAFT Adv. Agency, formerly of Seattle but now of 1480 E. California Ave., Glendale 6, Calif. (Citrus 1-7431), is active again in purchase of station time on a flexible basis.

"We have a very strong plant offer," Mr. Kraft says, "which sells at $1 and which we would like to test on radio. We know it sells because we have produced 25,000 orders through a very small ad in newspapers."

Mr. Kraft would like to know if stations "will give us 15 two-minute periods per week and charge us your published 30-minute rate."

Fifth Witty Survey Shows Televiewing Down

TELEVISION is "favorite leisure activity" of elementary school pupils, but viewing has dropped slightly among high school students and adults, according to fifth annual tv survey announced Friday by Dr. Paul A. Witty, Northwestern U. professor. Study covered 1,500 elementary school and 400 high school students in Chicago and suburban Evanston schools, their teachers and parents.

Breakdown: Elementary pupils, 21.5 hours weekly in 1954 to 23 in 1953; high school, 14 to 17; parents, 16.5 to 19; teachers, 11.5 to 12. Number of teachers with sets rose, however, from 62 to 83%; 96% of students claimed tv sets.

ASCAP Sets Station Relations

ASCAP last week announced formation of station relations staff to serve radio and tv stations. New group, all associated with ASCAP for a number of years, will be under supervision of Samuel E. Feldman, assistant sales manager. They include: John T. Campbell, headquartering in Boston; Fred N. Brown, Atlanta; William J. Barzen, Chicago; William E. Fox Jr., Dallas; William S. Hoffman, San Francisco.

Eveready, Prestone ID's

TRANSFILM, N. Y., has completed production on a series of station ID's for Eveready flashlight batteries and Prestone anti-freeze through William Esty Co., N. Y. Company is preparing series of seven assorted-length tv film commercials for General Electric Co.'s tv receivers through Maxon Inc., N. Y.

UPCOMING

July 20: Potter Subcommittee meets to consider uhf. Closed.

July 23: Government-industry meeting preliminary to U. S.-Mexico am broadcasting conference, Washington, D. C.

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

For other Upcomings, see page 109.

PEOPLE

JOE C. CHAMBERLIN, formerly with Fitzpatrick & Chamberlin, publishers' representative, to Young & Rubicam, L. A., as account executive.

ROBERT (BOB) KELLY, freelance tv consultant, to radio-tv department, Harry B. Cohen Inc., N. Y.

STANLEY O. BOYNTON JR., associated for past five years with Stanley G. Boynton & Son Adv., Birmingham, Mass., named account executive in New York headquarters of Mutual, will service Michigan and northern Ohio territory.

WILLIAM H. BRODIE, western representative, Crosley Div., Avco Corp., to Dancer-Fitzgerald-Sample as account executive. He will be assistant on newly-acquired Pfaff sewing machine account and serve as merchandising consultant on other hard goods.

MAXINE ANDERSON, recently associate producer on Pinky Lee tv show and formerly manager of Biow Co. Hollywood office, to Los Angeles office of Weiss & Geller Inc., Chicago, as associate producer and fashion coordinator.

STEWART BARTHELMESS, manager of ABC Radio station clearance department, named sales service manager of network. **PETER H. WADE,** ABC station clearance contact, to manager of radio station clearance department, succeeding Mr. Barthelmess. **BETTY BOUCHER,** member of radio station clearance department, replaces Mr. Wade as station clearance contact.

HERSCHELL GOODMAN promoted to copy chief at Waldie & Briggs, Chicago agency.

LEO ROSEN, formerly in theatrical and advertising industries, and recently commercial manager of WROW-TV Albany, named general manager of WPTR there.

RICHARD STARK, for past two years account executive with DuMont Television Network, to ABC-TV's eastern network television sales staff as account executive.

H. R. (HERSCH) WEAKLEY, program director, KXIC Iowa City, to WMT-TV Cedar Rapids as creative supervisor. **WAYNE LOUI,** director at WMT-TV, appointed production supervisor.

WALTER FURNISS, news director, WCOL Columbus, Ohio, named to general convention committee of Sigma Delta Chi to handle arrangements for 1954 meeting there Nov. 10-13. He will handle entertainment.

JOHN RALEIGH, KYW Philadelphia commentator, promoted to news editor.

THELMA WALKER and **DAVID W. CLEARY,** Young & Rubicam, N. Y., appointed copy supervisors.

GEORGE RAPPAPORT, art director, Anderson-McConnell Adv. Agency, L. A., to Calkins & Holden Inc., same city, in similar capacity.

CAPT. WILSON STARBUCK, USNR, recently released from active duty, appointed director of personnel, Al Paul Lefton Co., Philadelphia.

SANDY CUMMINGS, tv dept., William Morris Agency, Beverly Hills, to ABC-TV Hollywood as coordinator of ABC-TV *Disneyland* series.

STEVE ALLEN, television comedian, and **JAYNE MEADOWS,** panelist, CBS-TV's *I've Got a Secret*, will be married July 31.

#1
in the morning!
#1
in the afternoon!
#1
in the evening!
IN
Winston-Salem
NORTH CAROLINA
. . . the hub of a rich, fast-growing 15 county market in the industrial heart of the . . .
#1
State in the South
Whatever your product or service—you will sell more of it faster to more people when you use the . . . . . .
#1
STATION
NBC AFFILIATE
600 KC—5 KW
AM - FM
WSJS
Represented by
HEADLEY-REED CO.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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THIS IS
JACKSONVILLE
FLORIDA...
Industrial center of the southeast!

...WMBR is Jacksonville's most-listened-to radio station ... and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

WMBR
AM · FM · TV

Represented by CBS Radio and Television Spot Sales

Backyard news can make

ke products move

It's local news—the things that happen in people's own backyards—that interest them most.

And such news gets the interesting handling which TV can give it only on *local TV newscasts*. That's why these programs command large audiences, have great in-home impact, spurt product sales for the sponsors.

One TV news show at 9:00 PM captures 51% of the total TV audience in the market. Another at 6:45 PM gets 39%.

Increase your sales on a local level...with Spot TV your medium, the local TV newscast *your* showcase, and the local newscaster *your* salesman.

WSB-TV . . . . . Atlanta	**WABC-TV. . . . . New York**
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KABC-TV . . . . . Los Angeles	**KGO-TV . . . . . San Francisco**
KSTP-TV . . . . . M'p'l's-St. Paul	**KOTV . . . . . Tulsa**
WSM-TV . . . . . Nashville	**KEDD . . . . . Wichita**

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NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · DALLAS

XUM

EVEN ORAN WATCHES

W·H·E·N TV

Who cares about palm trees and quiet pools? To the natives of Oran the bright unfailing oasis is Channel 8.

We mean Oran, N. Y., of course, where water-pipes come complete with taps, and the dancing girls are not veiled.

Oran is only one of more than 250 upstate communities pitching their tents in the great, all-embracing shade of WHEN-TV. Under the grace of this unceasing refreshment trade flourishes, tempers remain cool, and joy reigneth over all. Happiest of all in the oasis are the merchants and sellers of goods. Care to join them?

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

OUT ON THE FARM

Network: NBC-TV
Time: Sunday, 4-5 p.m. CST (Premiere July 11)
Origination: Chicago
Cast: Eddy Arnold as host; Clint Youle, Lloyd Burlingham, John Ott, Don Herbert; the Landmeier family, including Wilbur, Bertha, Joyce, Janet, Judy and Jimmy; The Mid-States Four.
Producer: Ben Park
Director: Don Meier
Technical Director: Harry Maule
Writer: Marv David
Agricultural Advisor: Ken Fiske
Production Costs: $19,400 per week

A VISIT to the farm by city folk can be a rewarding experience, even via television, as was demonstrated by NBC-TV in its newest agricultural series.

In its quiet, unassuming way, the network's *Out on the Farm* is a sort of bucolic counterpart of movieman John Ford's saga of the sea, "Long Voyage Home." It rambles, to be sure, but that is half its charm. The only criticism that might be offered is that the program is too long.

This hour-long venture opens with a picture of Chicago's skyline and an invitation for city people to visit the country. Singer Eddy Arnold welcomes televiewers to the Landmeiers' 160-acre farm near Cloverdale, Ill. He introduces the participants and sings a few songs.

Among the principals: Lloyd Burlingham, farm specialist (and part-owner of WBEL Beloit, Wis.); Clint Youle, who discusses the ideal temperature for corn and milk output; John Ott, who talks of gardening, and the whole Landmeier family, engaged in farm activities. Interviews dominate the show.

Whether *Out on the Farm* will catch on as Sabbath fare is conjectural. Maybe viewers would prefer sitting on their own back porches to while away an afternoon. In a way, watching *Out on the Farm* and their country neighbors—the Landmeiers—is comparable to doing just that.

THE HUNTER

Time: NBC-TV network except WNBT (TV) New York, Sundays, 10:30-11 p.m. EDT (WNBT only, Saturdays, 7 p.m. EDT)
Starting Date: NBC-TV network, July 11, 1954, WNBT only, July 10, 1954
Star: Barry Nelson as Bartholomew "Bart" Adams, "The Hunter"
Cast: The supporting cast changes each week. Cast for the premiere episode includes co-star Rita Lynn as Lt. Redescu, Blair Davies as General Mulgrew, Ernest Graves as Henry Peyton Smith and Robert H. Fuller as Col. Sekelovsky.
Producer: Edward J. Montagne
Director: Oscar Rudolph
Editorial Supervisor: Phil Reisman Jr.
Director of Photography: Joseph Brun
Art Director: Sam Corso
Film Editor: Marie Montagne
Assistant Director: Sal Scappa Jr.
Sound: Dick Gramaglia
Make-up: Bob Kelly
Sponsor: R. J. Reynolds Tobacco Co., for Winston and Cavalier cigarettes
Agency: William Esty Co.

SHOULD historians centuries hence pry open a time capsule to better study the typical blood-and-thunder radio-tv offerings foisted on this age, let's hope they chance upon a film of *The Hunter*. For the creators of this new series have done well in pouring tried-and-true gimmicks into one catch-all.

A brief word of praise is in order for the skillful way in which canned shots of European locales are blended into the rest of the production. But this does little to overcome other basic failings, mostly in the script.

The opening of the half-hour series introduced millionaire Bartholomew Adams, who poses as a shiftless playboy. And it's somewhat less than a surprise to learn that Bart is really The Hunter, a modern-day Scarlet Pimpernel who dons countless disguises to methodically thwart communists and all other baddies who will mosey down the pike. Throughout these European capers, our hero insists on whistling "Frere Jacques" at the drop of a hat.

In this first episode, the Hunter waltzes through the Iron Curtain, kidnaps a traitorous American radio commentator, commandeers a jeep, and powers his way through a succession of communist roadblocks to deliver the traitor to American authorities in Trieste. The plausibility factor is studiously ignored by the Hunter's creators who seem more intent on eliciting wild bursts of applause from home viewers with such solid gimmicks as our whistling hero telling off the Reds and literally making the Red commentator eat his own recordings.

Questionable, too, might be the selection of "Frere Jacques" as a theme. Last scene of this particular episode closed with our hero whistling from somewhere out in the dark. Was he worried as he trilled for perhaps yawning viewers the opening line of the song:

"Are you sleeping, Brother John?"

* * *

BOOKS

THE BEST TELEVISION PLAYS, VOL. III, edited by William I. Kaufman. Merlin Press Inc., 220 W. 42d St., New York 36, 366 pp. $6.

THESE seven complete plays, which have been presented on NBC-TV and CBS-TV, are compiled as a guide for the professional writer and producer with each script as performed on the air, including full script, stage and camera directions and photographs. They also are intended to provide entertainment and understanding of television for the general reader.

"A Seacoast in Bohemia," by Ben Radin, and "Ashes in the Wind," by Mac Shoub, both NBC-TV *Kraft Tv Theatre;* "One in Twelve," by John Latham and Betty Lord, NBC-TV *American Inventory;* "Daniel Webster," by Hector Chevigny, CBS-TV *Schlitz Playhouse of Stars;* "Johnny Pickup," by Doris Halman, NBC-TV *Armstrong's Circle Theatre;* "The Happy Housewife," by Hedda Rosten, CBS-TV *Studio One;* "Rescue," by David Shaw, NBC-TV *Philco Tv Playhouse.*

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

August 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil & Presbrey

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

July 23: Ft. McHenry and B & O Roundhouse, Baltimore

July 28-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

August 12-13: New York

July 22, 29, August 5, 12, 19: *The Marriage* — situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B·T.]

WATER HAZARDS

we'd like to fall into

After a futile week of seeking some simple information in the tangle of Washington bureaucracy, an oil-rich Texan finally called on his congressman for assistance. This worthy found the necessary material in half an hour. Delighted, the Texan wanted to return the favor, but the congressman explained that helping constituents was all part of his job. Our Texan insisted, however, and the congressman finally admitted that, since golf was so popular with the President, he'd like to take up the game only he didn't have any clubs.

Ten days later the congressman got a wire from Amarillo: "BOUGHT YOU NINE GOLF CLUBS STOP SORRY ONLY FOUR HAVE SWIMMING POOLS."

Ever wonder what there was to these gags about free-spending Texans? Here's a *fact*:

Amarillo leads the nation in per family retail sales—$5,248 in 1953. To make some of these sales your own, join the KGNC club. The Katz Agency, our national representatives, has membership details.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

look at...and love

KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

Channel 8–Monroe, La.

CBS — NBC — ABC — DUMONT

Represented Nationally by

H-R TELEVISION, Inc.

Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

OPEN MIKE

Protective Society

EDITOR:

. . . If you would like a news item, I am told that agency vice presidents are forming a union, affiliated with John L. Lewis and the other miners, because they now outnumber the people and need protection.

Rodney Erickson
V. P. & Bus. Mgr.
Radio-Tv Dept.
Young & Rubicam
New York

Ideal Medium

EDITOR:

KGAE Salem and KGAL Lebanon, Ore., attached a short safety slogan to each sponsor's commercial message for the three-day holiday over Memorial Day. The insertions totaled 175 average daily over the three days. No fatalities or recorded accidents happened. We were willing to discount this somewhat as a coincidence.

Again over the Fourth of July weekend we used the same campaign July 2, 3, 4 and 5, neary 200 insertions each day, linked to every commercial announcement.

And again no fatalities, no recorded highway accidents in our entire listening area. . . .

Pass it along. Only radio can do the job. We hit them hard and effectively right in the very vehicle that causes all the deaths and accidents. Let's ruin the Labor Day casualty predictions by every station, big and little, going all out to stop the slaughter.

Earle W. Headrick, Gen. Mgr.
KGAE Salem, Ore.

Up in the Air

EDITOR:

It gives us a pleasurable feeling of accomplishment to realize we have started a trend. I refer to the item about WCAU-TV on page 82 of your July 5 issue.

I know that originating a telecast from the air is an interesting and exciting event. We learned this last September when we became the trend starter for this type of aerial television.

I am glad to see, though, that we still hold the record for altitude. . . . We made it all the way up to 3,000 feet, a full 2,000 feet higher than a Navy blimp. We have no opinion, of course, as to whether this might have been due to our cooperation with the Air Force for this event.

R. D. Irving, Prom. Mgr.
KRON-TV San Francisco

[EDITOR'S NOTE: The September program to which Mr. Irving refers was telecast from a Douglas Globemaster over San Francisco. WCAU-TV's telecast was from a Navy blimp.]

Burden of Proof

EDITOR:

. . . Recently, we have had conferences with promotion departments of several agencies, and tremendous stress is put by these agency representatives on reports, backed up with documentary information, photographs, etc., which reports are sent to clients to show what has been gotten for the particular client in the way of promotion.

Our staffs, of necessity, are limited. We have in our promotion department two people who devote their major attention to promotion of all kinds, on the air, newspaper, direct mail, and, where possible, contacts with the wholesaler, the broker, or, if it is a single unit, the salesman for the particular product. We find that we can do these things pretty well, but when it comes to getting together substantive and elaborate reports of performance, properly documented, (then we must) forego the actual function of promotion, that is to try and attract audience to our stations in favor of reports to agencies, some of which we feel are never looked at. . . .

It would seem to me that the agencies, in their insistence on reports, are defeating the real purpose of promotion, and we raise the questions in this letter to you in the hope that perhaps some station managers have found a way of promoting for the fundamental purpose of promotion, that is, to get audience and at the same time make clients happy. The distrust apparent in the insistence of documented reports vs. the trust which is evidenced by the payment of bills, seems to us to be a basic inconsistency, which is perhaps one of the charms of radio and television.

John M. Rivers, Pres.
WCSC Charleston, S. C.

Re-Run

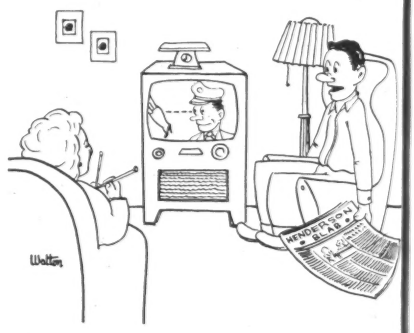
EDITOR:

Enclosed please find a bit of art work I dashed off after reading "Slight Error" [B•T, May 31].

The "tongue-in-cheek" attitude is no reflection on tv, for next week I leave for Bangor, Me., to become local sales manager of WTWO (TV). . . .

Bob Watson
Station Manager
WJBS Deland, Fla.

[EDITOR'S NOTE: The news item to which Mr. Watson refers reported that the Navy had apologized for the accidental appearance of a VD film in a "This Is Your Navy" series on WEHT (TV) Henderson, Ky.]



"Just another old V.D. film. I saw this one in '42."

Wild Blue Yonder

EDITOR:

As a result of the story appearing in the [July 5] issue of BROADCASTING • TELECASTING in which the Air Force is quoted as saying that it will continue its policy of asking for free time but paying for production costs, either the NARTB or the various state organizations should take cognizance of this ill-advised practice.

Once again, radio stations are asked to contribute their most valued commodity under the guise of public service while all the other associated businesses obtain their regular fees. Certainly the Air Force realizes that radio stations are under no obligation to assist in its recruiting policies and especially when everyone receives his commission, except radio stations.

How long must we put up with this sort of thing?

Jerry Stone, Gen. Mgr.
WNDB-AM-FM Daytona Beach, Fla.

Sponsors buy by-the-year on WOWO!

National and local clients sell BIG on WOWO . . . morning, noon and night . . . fifty-two weeks of the year! So they *buy* fifty-two weeks of the year! You'll never get a better buy in this high buying-income Ohio-Indiana-Michigan market. Buy us and see!

For information about best buys and frequency discounts, call H. D. "Tommy" Longsworth, WOWO Sales Manager, Fort Wayne, Anthony 2136, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WITNESS:

NEW 52-WEEK CONTRACTS

5:45–6:00 A.M.
Tuesday, Thursday
Keystone Steel & Wire
(Red Brand Fence)

6:00–6:15 A.M.
Monday, Wednesday, Friday
Ralston-Purina Company

7:20–7:25 A.M.
Monday, Wednesday, Friday
Funk Brothers Hybrid Seed Corn

8:00–8:15 A.M.
Tuesday, Thursday
Parrott Packing Company

11:00–11:15 A.M.
Monday through Friday
Procter & Gamble (Cheer)

12:45–12:55 P.M.
Wednesday, Friday
DeKalb Agriculture

10:30–11:00 P.M.
Monday, Wednesday, Friday
Falstaff Beer

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, *Fort Wayne;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ (TV)**, *Philadelphia;* **KDKA**, *Pittsburgh;* **KEX**, *Portland, Oregon*

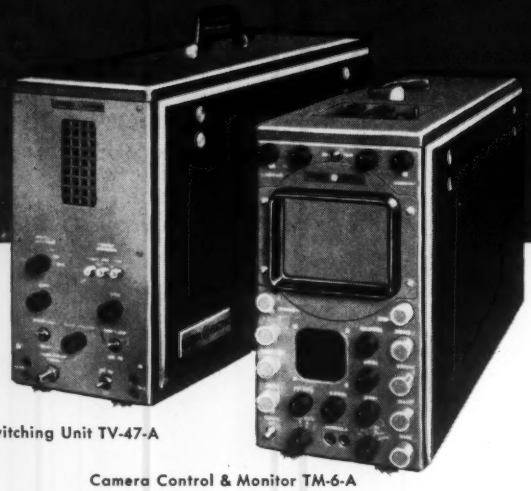
National Representatives: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.

WOWO
Fort Wayne, Indiana NBC Affiliate
50,000 WATTS

white

color

GE Portable Camera Chain



Switching Unit TV-47-A

Camera Control & Monitor TM-6-A

Portable Camera PC-4-A

Units provided:

Camera, PC-4-A
Viewfinder, TV-20-D
† Camera Control & Monitor, TM-6-A
† Switching Unit & Panel, TV-47-A
Sync Generator, PG-2-A
Camera Cable Assembly, PV-15-A, 50 ft.:
a. *Metal Tripod*
b. *Friction Head*
c. *Single and Double Phone Headsets*
† Power Supply, TP-10-A
Power Distribution Box, TC-19-A
TV Baltar Lenses (50, 100, 152 mm)

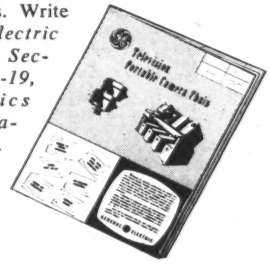
Accessories:

† Portable Master Monitor Group, TM-15-A
Wipe/Insertion Unit, TV-46-B
Desk, PR-22-A
Camera Dolly
Tripod Dolly—3 Wheel
Special Lenses and Cable
Single Chain Adaptor, TV-48-A
Camera Cover, Lens Shades and Neutral Density Filters

† *Includes vibration isolation mounting.*

Get this new booklet!

Contains full details and specifications on General Electric's new Portable Camera Chain. Includes systems diagrams, plus complete equipment features and photos. Write *General Electric Company, Section X274-19, Electronics Park, Syracuse, N. Y.*



XUM

Gain complete flexibility with low cost color conversion

HERE is the most advanced portable camera chain yet developed. It fits all current studio or remote programming requirements. Then, when color is desired, the system is easily *modified at less than half the cost of a new color camera chain!*

Designed primarily to improve picture quality, General Electric has also successfully attained the greatest possible portable equipment maneuverability. All units have been thoroughly field tested... their versatility clearly demonstrated in *actual station use.*

Call your G-E broadcast representative today! Ask him to present the overall G-E *Pyramid Plan* for color. You'll welcome its outstanding economy and applaud General Electric's realistic approach to color TV.

13 Bonus Features

Minimum Weight • Low Power Consumption • Small Size • Interchangeable Sync Generator (station or remote use) • Binary Counters (provide extreme accuracy) • Built-In Wipe and Corner Insertion Control (for special effects*) • Locate Switching Control Panel up to 1000′ from Equipment • Electronic Switching (laps and fades both manually and automatically) • Simplified Cabling System • Handle Greater Range of Light Levels (Lenses stop up to *f* 64) • Intercom Amplifier • Audio Level Control and Preview Monitor Selector Switch on Switching Unit • Switching and Control Unit Handles 4 Cameras Plus 2 Remote Composite Signals.

**Wipe/Insertion Amplifier...optional accessory unit.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

YOU CAN DOMINATE

THE NATION'S 14th LARGEST MARKET

RADIO

WGR

BASIC NBC

*Buffalo's **FIRST** Station*

The "merchandising-minded" station that is always bought *first* by advertisers who want to *sell* their products.

WGR's Salesmen of the Air:

JOHN LASCELLES
the Morning "Musical Clock" Man

Reggie & Bill KEATON
"Mr. and Mrs. Buffalo"

BOB GLACY
in "Glacy's Basement" Late Show

BILL MAZER
Sports As You Like Them

HELEN NEVILLE
The Homemaker's Friend

PLUS . . .
complete news and special event coverage

Free and Peters — *National Representatives*

STATIONS THAT SERVE BOTH THEIR AUDIENCE AND THEIR ADVERTISERS

TELEVISION

WGR-TV

BASIC NBC

CHANNEL **2**

The *new* opportunity for complete, integrated product domination in the nation's 14th largest market

ON THE AIR

AUGUST 14th

Headley-Reed — *National Representatives*

OWNED AND OPERATED BY WGR CORPORATION

MILESTONES

THIRTY-YEAR Westinghouse pin is presented to John J. Michaels (r), KYW Philadelphia transmitter supervisor, by General Manager Frank Tooke. Mr. Michaels was with KYW in 1934 when it moved from Chicago to Philadelphia.

► FLORENCE PORTER, one of the original group to join Kudner agency when it was founded and before that in the accounting department of Erwin, Wasey & Co., recently completed 25 years in the advertising business and was honored by other quarter-century co-workers at a luncheon at the Waldorf-Astoria. She was presented sterling silverware by James H. S. Ellis, president of Kudner.

► C. HERBERT MASSE and Colton Morris, WBZ-TV Boston sales manager and sales department head, respectively, have been presented 15-year service pins by W. C. Swartley, general manager.

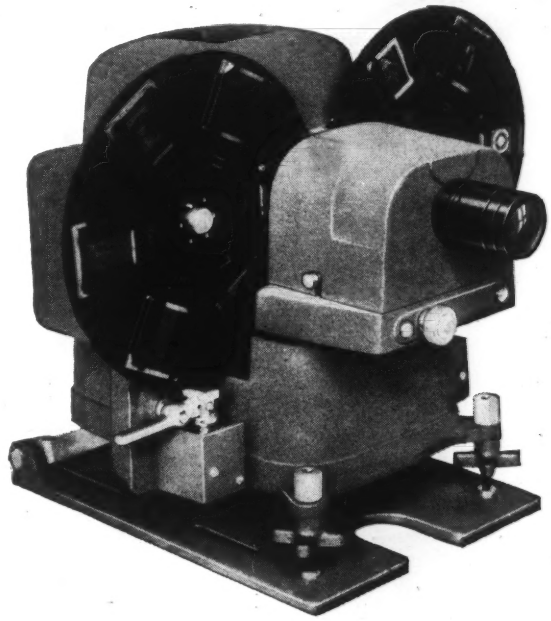
► ENID BEAUPRE, sales librarian, NBC, marked completion of 25 years with the network July 10. She retires at the end of this month to devote full time to writing and lecturing.

ROBERT B. JONES Jr. (standing), vice president and general manager, WFBR Baltimore, presents service awards to three members of the engineering department who have been with the station more than 25 years. L to r: Edward V. Stover, engineer; William Q. Ranft, chief engineer, and William D. Kelly, transmitter supervisor. In keeping with a new policy, the station has presented service awards to 36 employes who have been with WFBR for five years and more.

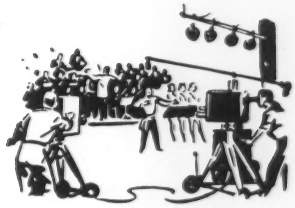
NEW SINGLE LENS

GRAY TELOJECTOR

STAR PERFORMER....



for TV commercials



Precision Projection

BETTER Commercials at LOWER COST

Yes . . . **now** you can use better 2″ x 2″ transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost . . . ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds . . . providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 35B Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

Complete Projection System

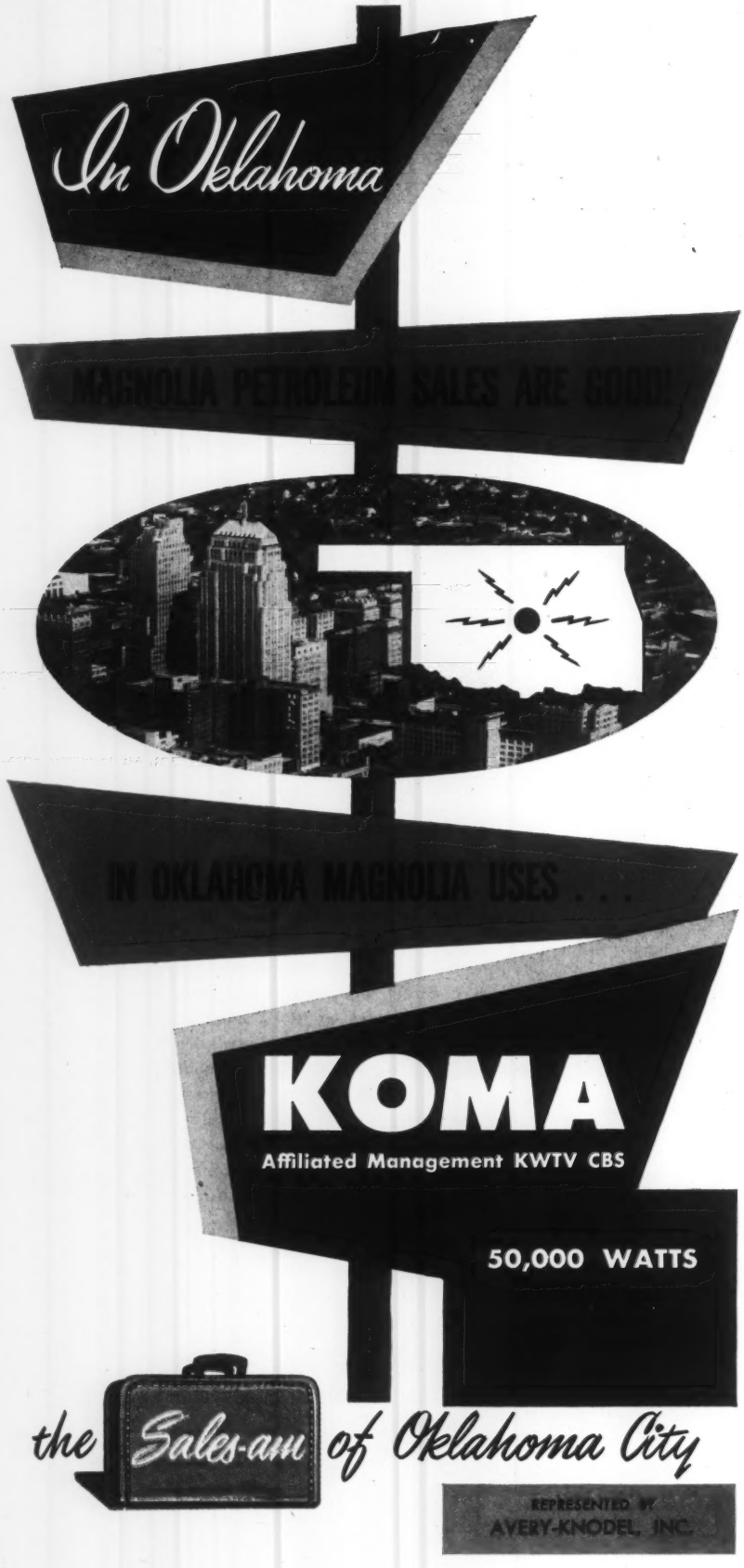
The New Gray 3B Telojector (2″ x 2″ Transparency Slide Projector) utilizes a single lens —permits superposing of two images on an optical axis . . . eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

GRAY RESEARCH

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and Phon Audograph

WRITE FOR:

Illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR and complete line of Gray Television-Broadcasting Equipment.



RODERICK HUGH MacDONALD

on all accounts

RODERICK HUGH MacDONALD Jr. sings a pretty fair tenor. His voice has joined others in the Loring Choral Group and the Olympic Club Choir, and he serves as leader of his church choir.

He also has bought about as much television as any man on the West Coast.

Media director of tv-conscious Guild, Bascom & Bonfigli, Rod MacDonald selects and buys about $3-million worth of the medium each year. And this year that figure will take another jump.

Mr. MacDonald's agency currently is handling *You Asked for It* on 57 stations throughout the nation, the *Harry Owens Show* on 13 stations of the Columbia Pacific Television Network, the *Saturday Night Fights* on three stations, *I Led 3 Lives* on 12 stations, and *Regal Star Time*, *Liberace*, *Badge 714*, *Golden State Movie Time*, and sundry other programs.

The man who calls GB&B's media shots is a soft-spoken Scotch-Irishman who is known to representatives and other people he deals with as the most painstakingly honest guy in the business.

A native San Franciscan, Mr. MacDonald is an alumnus of the U. of California. He was a pre-med student until his junior year, when he switched to an advertising major. After a brief stint with a now-forgotten Oakland agency, he went into production planning and then became office manager at Columbia Steel in San Francisco.

Following the war, he joined Botsford, Constantine & Gardner. Before joining GB&B in 1951, he also worked at Biow and at Foote, Cone & Belding. He's been head of the media department at GB&B since his arrival.

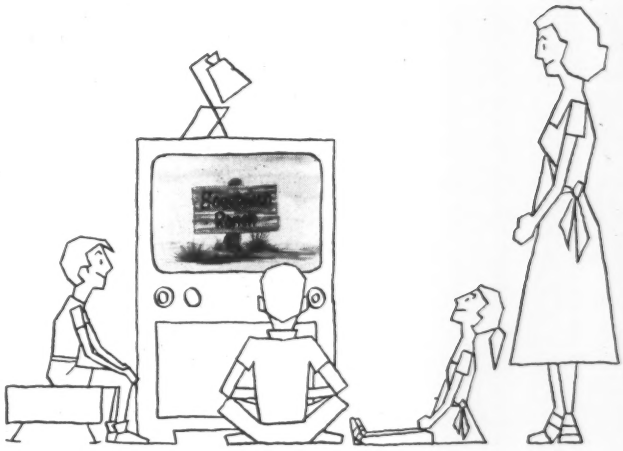
The father of five youngsters is head of a Cub Scout group. His four girls and one son range from 11 years to 10 months. His wife, Mary, also is a native San Franciscan.

Mr. MacDonald has served as western states vice president of Alpha Delta Sigma and as president of San Francisco's Milline Club. He also is a member of the Ad Club and the Olympic Club. A popular after-dinner speaker, he was recently keynote speaker at a western advertising forum at California Polytechnic.

The reason many agencies fail when they try to sell on tv, he says, is that they attempt a strange blending of the techniques of radio and display advertising.

"Television," he points out, "is more than a video-audio combination. It requires a wholly new and unique commercial approach. It can be a tremendously powerful salesman; but it can also be a costly mistake."

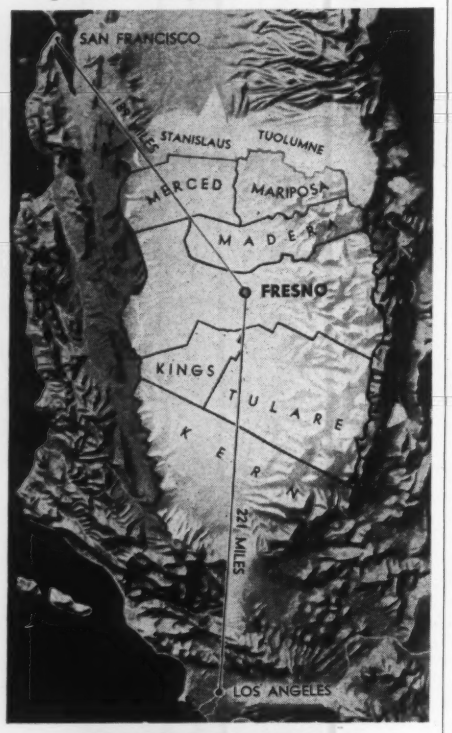
the picture people prefer



the picture **kids** prefer is **woai-tv,**
monday through friday at 4 to 5 p.m.
it's **"sagebrush ranch"** with top-notch westerns
and ol' sage himself, whose live commercials
really sell 'em. **nbc's** pinky lee and howdy doody,
during the preceding hour, make a powerful lead-in.
and the half-hour immediately following "sage-
brush ranch" may be just the selling opportunity
you're looking for, with your own kid's program. check
petry for "sagebrush ranch" participations and adjacencies.

KJEO-TV
FRESNO, CALIF.
Serves an
EXCLUSIVE UHF MARKET

ALL stations in the Fresno Trade Area are UHF stations. Los Angeles and San Francisco cannot possibly get into this area. The flat Valley topography, surrounded by mountains, and the 4400 ft. height of the KJEO transmitter gives UHF every natural advantage.



KJEO
CHANNEL 47
ABC-TV AFFILIATE

GREATER Coverage
SUPERIOR Reception

Powerful new 12 KW transmitter now in operation with ERP of
444,000 WATTS
Covers ALL Central California's rich BILLION dollar market.

123,354 sets
July 1954

REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Offices in Leading Cities

O'NEILL BROADCASTING CO.
FRESNO, CALIFORNIA
P. O. Box 1708 Phone 7-8405
J. E. O'Neill, President

our respects

to FRANK HOLMES McINTOSH

IF ANY ONE MAN can be credited with maintaining radio broadcasting during the equipment-tight days of World War II, it is Frank H. McIntosh, now a Washington consulting engineer and recently elected president of the Assn. of Federal Communications Consulting Engineers.

As assistant chief of the War Production Board's radar-radio division, it was Mr. McIntosh's responsibility to gear military requirements for electronics equipment with civilian use.

All sorts of schemes were evolved to maintain broadcasting—including the government order which required all stations to reduce power by 1 db. In reality this enforced a 20% power cut on all stations, but doubled the life of transmitter tubes. Other moves were made to enable broadcast stations to maintain their service to the public. These were the establishment of an equipment pool, an exchange plan, standardization of receiving tubes for home sets (which effectively reduced the number of types from more than 700 to less than 90), and, of course, a minimum amount of production so that the civilian market did not dry up entirely.

Somewhere in the line of these steps, from inception to results, sat Mr. McIntosh.

Frank Holmes McIntosh was born in Omaha July 12, 1906, son of a Union Pacific freight agent in that cattle city. Mr. McIntosh's grandmother was a Boston Holmes, kin to the renowned Supreme Court jurist, which accounts for his middle name. In summers, young Frank vacationed in his mother's hometown, Young America, Ind.

Notwithstanding his Yankee and Hoosier strain, Mr. McIntosh does not slight his Scotch forebears. In fact, the McIntosh (Mackintosh) tartan of red, blue, green and black has become a familiar trademark in Washington consulting circles and in audio engineering circles: it appears on the firm's letterheads, promotional material, packages, etc.

After graduation from Omaha Technical High School, Mr. McIntosh attended the U. of Omaha for one semester, then switched to the U. of Nebraska, from which he received his B.S. in electrical engineering in 1928. Throughout high school and during college summers, Mr. McIntosh worked at what was then WOAW Omaha (now WOW). After graduation he became chief engineer there.

His interests ranged farther, however, than running a radio station. In 1929 he joined Bell Telephone Labs in New York as a radio development engineer. Toward the end of his association with Bell Labs he supervised radio installations for the Graybar Electric Co., which sold Western Electric products. In 1937 Mr. McIntosh officially joined Graybar as a sales engineer covering the far western states and Alaska, Hawaii and the Philippine Islands. In 1941 he became technical director for the Fort Industry Co. (now Storer Broadcasting Co.), with headquarters in Toledo. In 1942 he joined the War Production Board. Then, following the end of the war, he opened his own consulting practice in Washington.

That's the consulting engineer side of the McIntosh nature. There's another McIntosh whose name is hallowed among high fidelity afficionados. His name, to them, means the McIntosh amplifier, considered to be one of the dream instruments of the era.

After the war, Mr. McIntosh teamed up with J. Leonard Reinsch (Cox stations) and Frank Stanton (CBS president) to supply Cincinnati business establishments with wired music. Mr. McIntosh, as the engineer of the trio, bought the amplifiers for these installations. He found most of them below his high standards. Thus began his study of amplifiers which resulted in the design of the now-famous McIntosh low distortion, high power and high efficiency amplifier.

At first the amplifiers were handcrafted in a Washington laboratory; they now are made in a regular manufacturing plant in Binghamton, N. Y., which does a $1 million business yearly. Early this year, Mr. McIntosh opened a Bethesda, Md., laboratory where military projects are underway. In addition to amplifiers, the McIntosh line now also includes modulators, compensators, speakers, phonograph records and other equipment.

There is a new gleam in Mr. McIntosh's eye these days. That is high fidelity for am.

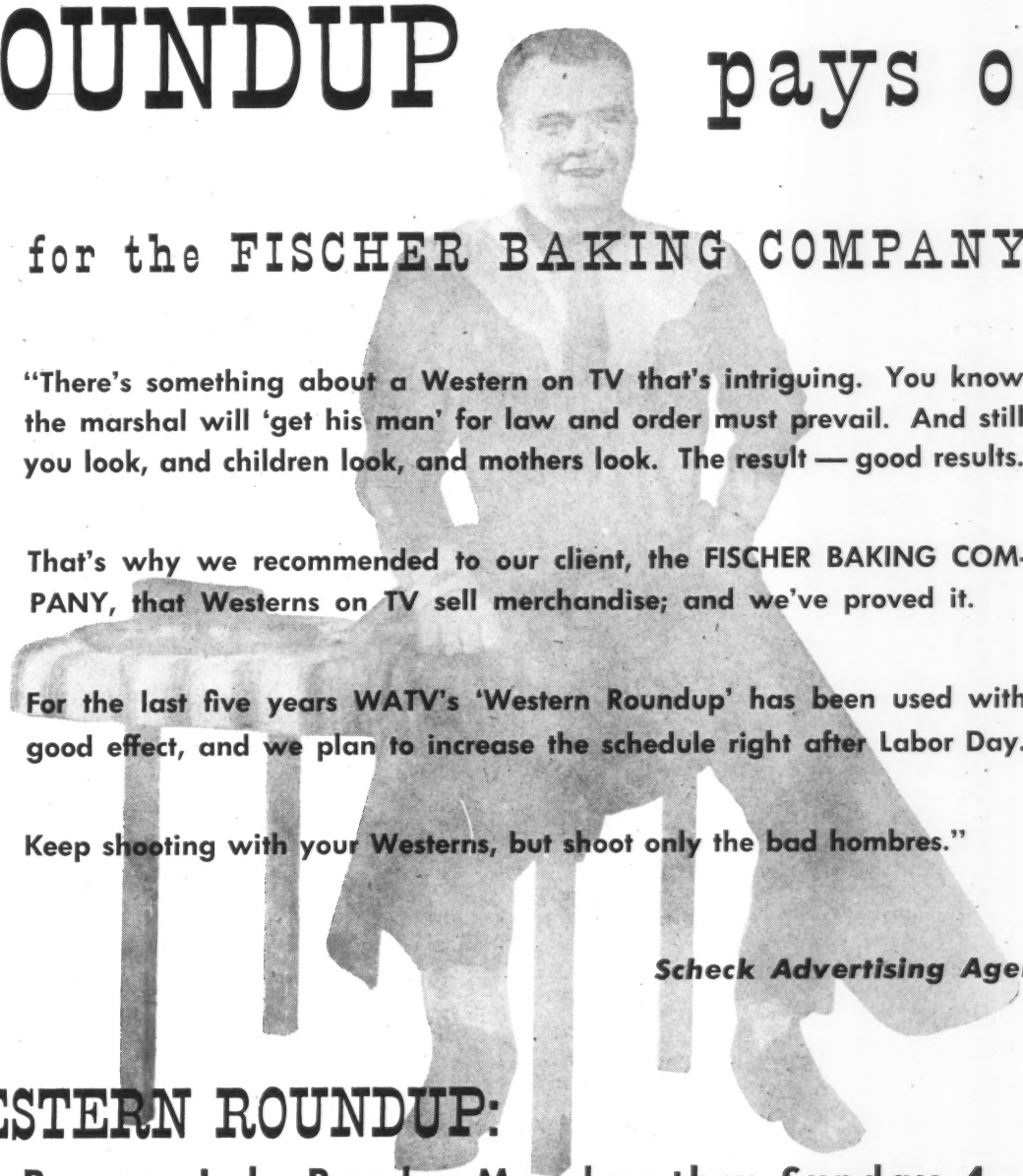
Mr. McIntosh is the quiet, reserved type. He is partial to bow ties (the above picture notwithstanding) and wears horn rimmed glasses for reading. He married Dorothy Marie Newell, a fellow churchgoer in Omaha, in 1930. They live in Chevy Chase, Md., a Washington suburb, and have two sons, Kenneth, 22, now in the Navy, and Donald, 20, now in the Army.

Mr. McIntosh leads the full life professionally. He is a member of virtually all the engineering associations—American Assn. for the Advancement of Science, Institute of Radio Engineers, Society of Motion Picture & Television Engineers, American Physical Society, Acoustical Society of America, American Institute of Electrical Engineers, the Engineers Club of Washington, and the AFCCE. He has been a "ham" since 1919.

When he was working as an apprentice at WOW during his youth, he did everything from sweeping out the station to announcing. What he doesn't mention too prominently in telling about those years is that he was a musician too. He played the cello in the station's string trio.

WESTERN ROUNDUP pays off

for the FISCHER BAKING COMPANY



"There's something about a Western on TV that's intriguing. You know the marshal will 'get his man' for law and order must prevail. And still you look, and children look, and mothers look. The result — good results.

That's why we recommended to our client, the FISCHER BAKING COMPANY, that Westerns on TV sell merchandise; and we've proved it.

For the last five years WATV's 'Western Roundup' has been used with good effect, and we plan to increase the schedule right after Labor Day.

Keep shooting with your Westerns, but shoot only the bad hombres."

Scheck Advertising Agency, Inc.

WESTERN ROUNDUP:

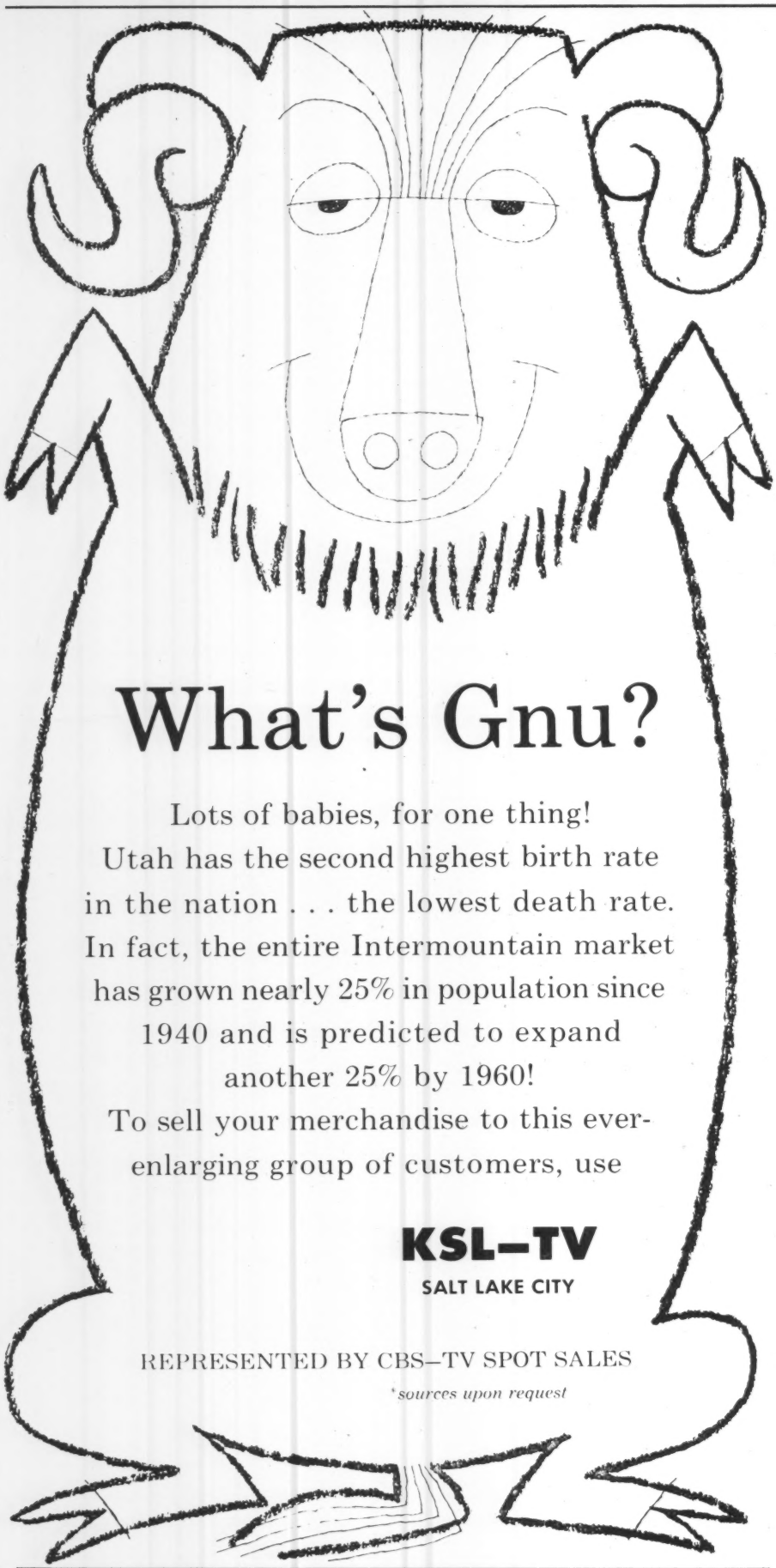
with Ranger Lyle Reed — Monday thru Sunday 4 - 5 pm

TELEPULSE: 4.1 quarter-hour average January — June

channel 13 watv

covering metropolitan new york-new jersey

TELEVISION CENTER, Newark 1, New Jersey Rep: Weed Television Corp.


What's Gnu?
Lots of babies, for one thing!
Utah has the second highest birth rate
in the nation . . . the lowest death rate.
In fact, the entire Intermountain market
has grown nearly 25% in population since
1940 and is predicted to expand
another 25% by 1960!
To sell your merchandise to this ever-
enlarging group of customers, use
KSL–TV
SALT LAKE CITY
REPRESENTED BY CBS–TV SPOT SALES
*sources upon request

IN PUBLIC INTEREST

EDMUND H. ROGERS (l), partner, Gray & Rogers, Philadelphia advertising agency, accepts the $200 multiple sclerosis donation from WPEN personality Larry Brown representing station effort (also see story, p. 74).

KOMO-AM-TV Push for Safety

KOMO-AM-TV Seattle, Wash., in conjunction with the Seattle-King County Safety Council and the Seattle Advertising and Sales Club has launched "Crusade 4 Safety" traffic campaign. The drive is designed to intensify the current Washington State safety campaign started last fall by Gov. Arthur B. Langlie and the local Safety Council. Competition between sections of the city and county is a key element in the program, with awards going to those communities showing the greatest monthly decrease in traffic accidents.

Aid to Amphitheatre

A NEW WING for the Cincinnati Summer Opera Assn. amphitheatre was helped along by $18,000 worth of radio and tv time donated by WLW and WLWT (TV) there. The time was purchased by nine Greater Cincinnati business and industrial firms. In addition, the Crosley Broadcasting station presented the association with a check for $5,000, bringing the amount donated in the last four years to $25,800.

KSJO's Safety Reminders

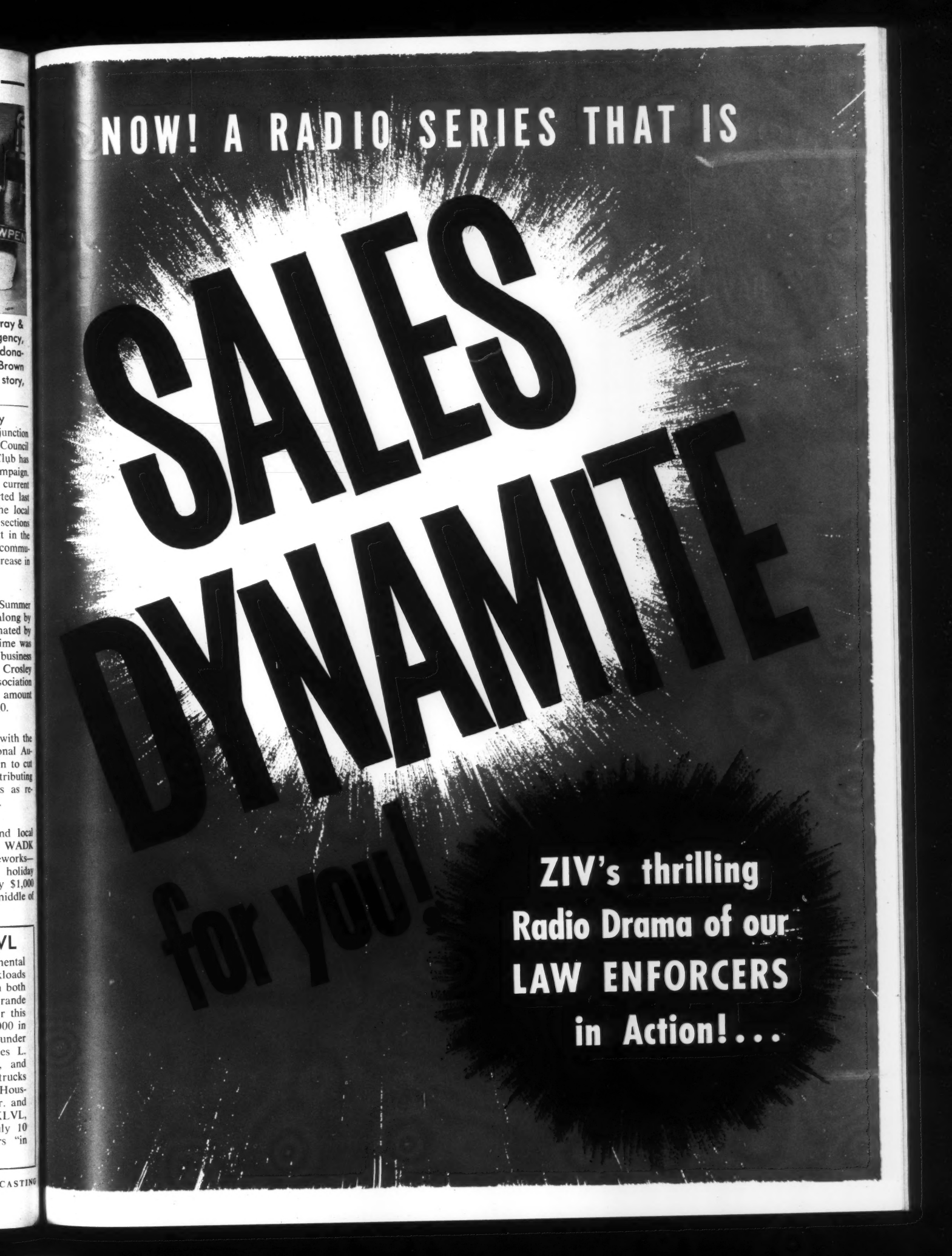
KSJO San Jose, Calif., is cooperating with the National Safety Council and the National Automobile Club in a state-wide campaign to cut down the highway accident toll by distributing automobile stickers and bumper strips as reminders against careless acts in driving.

WADK and Fireworks

LACK of a public firework fund and local complaints prompted Jack Stewart, WADK Newport, R. I., to start "Operation Fireworks—1954" two weeks before the July 4th holiday to raise money for fireworks. Nearly $1,000 was raised through collections by the middle of the second week.

'Good Neighbor' KLVL

KLVL Pasadena, Tex., was instrumental in the distribution of several truckloads of emergency supplies to victims on both sides of the flood-stricken Rio Grande River during the flood there earlier this month. The goods and about $6,000 in cash were collected in Houston under the supervision of the Rev. James L. Novarro, Houston Baptist pastor, and were carried in several cargo trucks furnished by Brown Express Co., Houston. Rev. Novarro, along with Mr. and Mrs. Felix Morales, who head KLVL, were praised editorially in the July 10 *Houston Press* as good neighbors "in deeds and not in mere words".

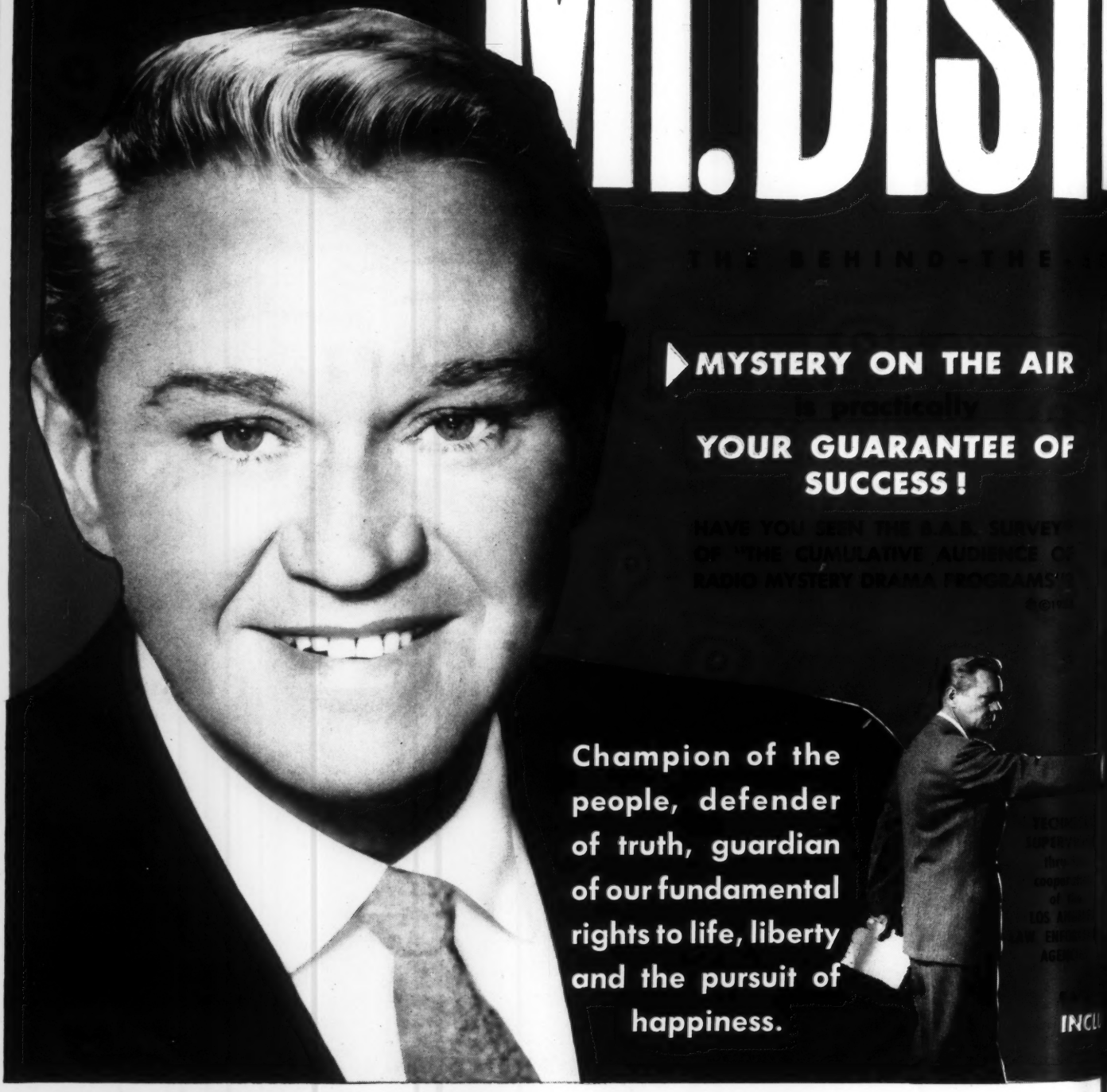

NOW! A RADIO SERIES THAT IS
SALES DYNAMITE
for you!
ZIV's thrilling
Radio Drama of our
LAW ENFORCERS
in Action!...

NOW! ON RADIO!

ZIV'S NEW SALES CAMP

"Mr. Distric

Hollywood's Dynamic
DAVID BRIAN
in the powerful role of . . . .



THE BEHIND-THE-

MYSTERY ON THE AIR
is practically
YOUR GUARANTEE OF SUCCESS!

HAVE YOU SEEN THE A.A.B. SURVEY OF "THE CUMULATIVE AUDIENCE OF RADIO MYSTERY DRAMA PROGRAMS"?

Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.

INCL 3 FU

CHAMPION FOR RADIO ADVERTISERS!

ct Attorney"

THE DRAMA OF OUR [illegible] IN ACTION!

TESTED and PROVED...

he No.1 MYSTERY on the Air!

HIGH RATINGS! 1st NATIONALLY
in survey after survey* . . . for 12 years among the nation's top-rated shows.
*National Hooper and local Pulse ratings on request.

LONG-TERM RENEWALS!
Renewed for 12 consecutive years by one of the largest firms** in a highly competitive field.
**Name on request.

SENSATIONAL SALES RESULTS!
During this 12 year period, the sponsor's annual sales increased nearly 300%.***
***From $17½ million to over $45 million.

RADIO [illegible]
OU[illegible]

INCL[illegible] 3 FULL-LENGTH SELLING COMMERCIALS!

Dramatized So Vividly

ADVENTURE, EXCITEMENT AND ACTION

as MR. D. A., HARRINGTON and MISS MILLER match wits with the underworld!

[illegible]

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Come and Get it!

Michigan's Golden Triangle

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH
DEARBORN
5000 Watts
(1000 WATTS — NIGHTS)

WKHM
JACKSON
1000 Watts

WKMF
FLINT
1000 Watts

BROADCASTING TELECASTING

July 19, 1954

Vol. 47, No. 3

IN THE WIND: SENATE ACTION TO REGULATE NETWORKS

Some light is being shed on the plans of Sen. Bricker to call for a full-scale investigation of radio and tv networks. Should his ideas prevail, the inquiry would reach into many facets of the broadcast industry, and probably would mean the hiring of an expert to conduct the study. Leading candidate: Former FCC Comr. Robert F. Jones.

THE UNEASY quiet that settled over the radio and tv networks after the conclusion of the Potter Subcommittee hearings on the uhf question may be rudely shattered by a full-scale Senate investigation.

Prospects for such a probe directed at the networks themselves appeared on the Capitol Hill scene last week as the time available for such a decision grew shorter in the face of Congressional adjournment, possibly by the end of this month.

Such an investigation would have as its aim the authorization of the FCC to license and regulate chain broadcasting, a provision not in the Communications Act of 1934. Only access to such "regulation" now open to the FCC is through the "back door" via the network's owned and operated stations and through affiliated stations.

Although mantled with mystery, the Congressional move, which has been gaining momentum, hinges on the strength of Sen. John W. Bricker's (R-Ohio) desire to push an independent investigation of the broadcast industry, with the networks as the center.

Sen. Bricker, whose attention long has been riveted upon the status of the networks in the communications field, may soon lay his plans before the Senate Interstate & Foreign Commerce Committee of which he is chairman.

● These plans would entail a probe of broadcast operations (particularly the networks) by either the full committee, the Communications Subcommittee or by a select or special committee especially set up for this purpose [CLOSED CIRCUIT, July 5].

● The preliminary investigation would be made while the Congress is in recess, with recommendations for remedial legislation being made during the next Congress.

● Fundamental to the investigation is the bill (S 3456) introduced by Sen. Bricker earlier in the year. The measure would authorize the FCC to license and regulate networks directly and on the same basis as individual station licenses [B•T, May 17].

● An outside expert, familiar with the broadcast industry and Congressional procedure, would be hired to conduct the probe on the committee staff level. The full resources of the committee would be made available.

● Foremost candidate for the post is Ohioan Robert F. Jones, former Republican Congressman and FCC Commissioner. Mr. Jones now is a practicing attorney with the Washington law firm of Scharfeld, Jones and Baron. (Last week he participated in the turbulent daytime skywave case in oral argument before the FCC [see story, page 79].

● Current thinking on the proposed probe, which some Hill observers label as "premature" and feel may fizzle, remaining as an idea and never becoming a reality, is that it would encompass not only a sounding of networks, their station affiliations and status in current broadcast economics but also such matters as the networks' stake in uhf.

Even as speculation rode high on the possible pendulum swing of the Bricker Plan, the FCC last week sent comments on the Bricker network bill to the Bricker Committee.

Reportedly, the Commission noted that the Budget Bureau had turned it down on a request for funds for a study of the networks looking toward their regulation. It was held that the FCC also said it often had considered the regulation of networks but felt that a full investigation of the subject should be made first.

According to the Commission, its feeling is that a full probe still is needed. Pointedly, the agency did not specify who should do this investigating—the Congress or the FCC itself.

This presumably would bolster the Senator's position should he wish to instigate an inquiry.

It was learned that Sen. Bricker and other members of the Senate feel that the so-called "network problem" is interlocking, entailing various segments of the radio-tv industry. It is because of this viewpoint that what ostensibly would be a "network investigation" in reality would expand into a far-reaching probe of the radio-tv communications field.

There is no agreement as to whether the Bricker Committee has the funds necessary for such an investigation. The Senate has voted the group more than $100,000. How much of this total would be available for an investigation still must be determined.

If the committee does not have sufficient funds it would have to go before the Senate for additional monies.

First step, however, would be for Chairman Bricker to lay bare his plans before his committee. The probe's future then would depend

Senator Potter talks to the President on uhf—story page 82.

WILL HE MASTERMIND INVESTIGATION?

ROBERT FRANKLIN JONES, astute in administrative law, is a Washington attorney. He is a member of the firm, Scharfeld, Jones and Baron.

He joined the firm in September 1952, after resigning from the FCC where he served as a member from 1947-1952. A former Ohio Republican Congressman, Mr. Jones served in the U. S. House from 1939 to 1947.

When Mr. Jones was sworn in as a member of the Commission on Sept. 5, 1947, he left behind a hard-earned reputation as a tireless worker and a popular legislator.

In Congress, Rep. Jones won bi-partisan acclaim for his service as chairman of the House Appropriations subcommittee that pared Interior Dept. funds, cutting heavily into patronage jobs.

He was born June 25, 1907, in Cairo, Ill., and worked through high school and college —Ohio Northern U. Earning a law degree, Mr. Jones displayed his shingle in Lima, Ohio, becoming county prosecuting attorney in 1935. Three years later he was elected to Congress, and was embarking on his fifth straight term when President Truman named him to the FCC in June 1947, after the nomination of Ray C. Wakefield, a California Republican, was withdrawn.

Before joining FCC, Mr. Jones sold his 18% interest in Northwestern Ohio Broadcasting Corp., then an fm permittee and am applicant (now WIMA-AM-FM-TV Lima).

MR. JONES

As a member of the FCC, Mr. Jones continued in the vein of self-effacing labor and a love for the law. Known throughout his career as a fighter, he displayed his muscles as a diligent and militant minority member on the FCC, a role he pursued until his resignation.

on the amount of enthusiasm which could be generated among the committee members.

The vastness of the subject would necessitate a study which could overshadow the recently-completed Potter Subcommittee inquiry into uhf's status, both in the detail and in the work involved.

This apparently is the underlying reason that Sen. Bricker, should his plan be presented and adopted, would seek to pluck from the broadcast field a man with the history and qualifications of Mr. Jones.

The Washington attorney is fitted peculiarly well for such an assignment. A Lima, Ohio, lawyer, Mr. Jones became prosecuting attorney for Allen County and then was elected to the U. S. House where he served for 8½ years until appointed in 1947 to the FCC by President Truman. He resigned from the Commission after five years service to practice law.

As a Commissioner, Mr. Jones was a bitter dissenter to the FCC's Sixth Report and Order which lifted a 43-month-old tv freeze in 1952.

At that time, Mr. Jones hit FCC's maximum powers and antenna heights, charging that high costs would be necessary to meet them. He said the plan threw the heaviest financial burden on uhf operators, whom he described as the least able to pay. He also said he desired regulations which would equalize vhf and uhf coverage. To him, FCC had created a "bigger Frankenstein" by its allocation plan than it was "trying to avoid." When Mr. Jones attacked the thaw order, many persons thought his approach formidable but too late.

Front-line Commissioner

Mr. Jones was a militant minority member of the Commission and was in the forefront of many battles, notable among them, in addition to the freeze lift, the raging fight over color tv. As a member of the FCC, Mr. Jones did not go down the line with the networks in the various decisions in which he participated.

During his Commission career, Mr. Jones, whose great forte was administrative law, crackled out dissents in the Port Huron case involving the right to censor political broadcasts containing libelous material, and in the FCC's application of the so-called Avco rule in cases involving station transfers. He also rebuked the industry, for example, in the color tv case where he pointed to possible anti-trust violations by manufacturers.

Sen. Bricker's network bill made its debut in the Senate last May. In introducing the measure, Sen. Bricker alluded to the uhf picture, telling the Senate that the majority of tv station grants dropped or surrendered since the lifting of the tv freeze was in the uhf.

"We have reason to believe," he then informed the Senate, "that many of these failures are due to the fact that the stations were denied programs by the networks."

He also had declared that "networks have grown to dominate the broadcast field" since Congress enacted the Communications Act (1934). "The ability of an individual station to obtain network programming too often determines whether that station lives or dies," he said.

FCC, he said then, had full responsibility of making available "a nationwide, efficient radio and tv service." If FCC "is unable or is hampered in carrying out this objective because of the lack of authority, then the Congress must act accordingly."

Sen. Bricker also has given thought to the license fee matter. It is believed that this subject, which was left in abeyance by resolution of the Commerce Committee, also would enter into the communications study.

CAN YOU GET IT RETAIL? NEW RATE DISPUTE ERUPTS

Agency head Emil Mogul takes on station representatives in an explosive quarrel about his agency's practice of buying time directly from stations at the local rates—by-passing the representatives. SRA's Flanagan and Petry's Mr. Petry are leaders of the opposition.

DISCREPANCIES between local and national rates on radio and television have provoked many an argument among stations, representatives, agencies and advertisers, but last week the most violent argument of recent times exploded in New York.

It started at a unique meeting of more than 50 radio-tv station representatives called by one of the liveliest executives in the agency field, Emil Mogul, president of Emil Mogul Co. Mr. Mogul invited the representatives to lunch at the Waldorf-Astoria to deny reports that his agency was "by-passing station representatives" to buy time directly from stations at local rates for national clients.

Open Forum on Rates

The meeting, which developed into an open forum on rates, was precipitated by a report of Station Representatives Assn., accusing the Mogul agency of sending four men on the road to solicit stations for rate cuts while refusing to deal with station representatives. Mr. Mogul said he had called the meeting to emphasize that his firm never suggested "that a representative be cut out." However, he did maintain that "I do plead guilty to the fact that we are trying to buy as cheaply as we can. And plan to continue to do so."

"We owe it to our clients," he said. "Every one of our executives is on the road all the time to contact individual stores and to make individual visits with the radio, tv and newspaper people—to find out if anyone is getting a better buy than we are."

Reiterating his obligation to his clients to make the best available purchases, Mr. Mogul said: "I don't know anything reprehensible in a good buy. So long as stations have a retail rate card, we'll go for it."

To the SRA accusation that he had been by-passing the station representative in his dealings with stations, Mr. Mogul said flatly: "Wherever a representative has been cut out, it has been at the insistence of the station, not us."

Turning directly to the Rayco Seatcover Co., the particular account at issue in the controversy, Mr. Mogul observed that Rayco stores are individually owned, operating in each town on a franchise from the parent company, thus entitling them, by his reckoning, to retail rates.

In the debate following Mr. Mogul's opening defense of his stand, T. F. Flanagan, managing director of SRA, again charged the agency president with trying "to break the rate card." To this Mr. Mogul replied:

"You couldn't be further from the truth if you stood on your ear. I'll donate $10,000 to your favorite charity if you can testify that our people will break the rate card. Rayco is a retail advertiser and we never got a rate cut from a station that hadn't already cut its rate for someone else."

At that point Edward Petry, head of the Edward Petry Co., joined the controversy to observe that "Rayco is a national account. . . . I will oppose you. You are trying to break the rate card. Ninety-five per cent of our stations have the one rate."

Mr. Mogul replied that "if you can prove that Rayco is a national account we will have no quarter. I will put up $10,000 to your favorite charity."

$10,000—Sure

Mr. Petry retaliated that he would gladly put up $10,000 if Mr. Mogul could prove that he was wrong. He further pointed out that the Mogul agency cleared a schedule starting early in July for Esquire boot polish and then switched accounts, putting Manischewitz wine in the clearances even though some of the stations did not carry wine advertising. "We will insist on charging national rates for Rayco," he concluded.

Mr. Mogul explained that Esquire had dropped the spot schedule at the last minute when it was able to buy part sponsorship of a half-hour nighttime show on ABC-TV *(The Masquerade)* and thus the schedule was given over to the wine company.

Sterling Beeson of the Headley-Reed representation firm suggested that the agency notify the station representative whenever it was in individual negotiations with a station. Mr. Mogul refused outright, saying that this was up to the station and not any concern of his.

Frank Headley, of H-R Representatives, asked Mr. Mogul to explain the distinction between a Buick dealer who pays the national rate and a Rayco dealer.

Mr. Flanagan interrupted with a luncheon invitation for Mr. Mogul to discuss spot rates with SRA members.

Mr. Mogul accepted the invitation "when and if they could get together on a date."

Replying then to Mr. Headley, Mr. Mogul said Rayco had been accepted in 80-odd cities as a retail operator, "and if a station has a rate

RAY BOLGER (r) greets Edward Plaut (c), president of Lehn & Fink Products Corp., sponsor of the new *Ray Bolger Show* on ABC-TV, and Nicholas Keesley, vice president of Lennen & Newell, as they arrive in Hollywood. The corporation's Dorothy Gray cosmetics and Lehn & Fink Division will sponsor the show.

differential or will give us a deal, we have the right to take it."

The meeting, which lasted for about two and a half hours, concluded with an agreement to hold a luncheon meeting on July 28 at which newsmen and members of SRA would attempt further to clear the critical rate problem.

Others participating verbally in the debate included Lloyd G. Venard of Venard, Rintoul & McConnell; Reg Rollinson, SRA; John E. Pearson, John Pearson Co.; John Francis, Free & Peters.

At the opening of the meeting Mr. Mogul ran through the history of his agency, which was formed in 1940. He said that from the beginning the agency had been air-minded. Today the billing of the agency is $6 million, 75% of which is in air media—with 50% of that in radio-tv spots.

Rayco currently is spending about $750,000 in television. The agency services the account on a percentage-of-sales basis rather than on the usual commission arrangement.

Evans Elected President Of Pacific National Agency

TREVOR EVANS, vice president of Pacific National Advertising Agency, Seattle, and for almost 10 years its radio-tv director, has been elected president. He succeeds William H. Horsley, who becomes chairman of the board after 20 years as president and with the agency since 1919.

MR. EVANS

Frank Horsley, son of the newly-elected chairman, has been named secretary, filling the vacancy resulting from the retirement July 1 of H. O. Stone [B•T, June 7].

Pacific National's board also elected George Griffis, with the agency's Portland, Ore., office for the past three years, as vice president, and named Martin Boss assistant manager of the Spokane office.

NL&B Appoints Barker, Zeis to Media Posts

APPOINTMENT of William Barker and Andrew Zeis as assistant media directors and the addition of other personnel were announced last week by Needham, Louis & Brorby, Chicago. The additions were made the past few weeks because of increased billings, the agency reported.

New account executives are Charles M. Dering, formerly with Foote, Cone & Belding; John L. Baldwin, Young & Rubicam, and Daniel Welch, Weiss & Geller. Messrs. Barker and Zeis were with McCann-Erickson and Bryan Houston, respectively.

Other additions include Don Dickens, Allan Brown and Olive Lillehei as copy writers. Mr. Dickens was creative director for McCann-Erickson, San Francisco; Mr. Brown a writer on the Pillsbury and Kellogg accounts at Leo Burnett, and Miss Lillehei with McCann-Erickson, Chicago. In other departments are Lee Patton, merchandising; Ralph Allison, research, and Richard Owen, art director.

CIO'S RENEWAL of John W. Vandercook's news commentaries on ABC Radio is attended by (l to r): seated, Charles T. Ayres, vice president in charge of the radio network; Henry Fleisher, CIO's public relations director; Mr. Vandercook; standing, Thomas Velotta, ABC Radio news and special events vice president, and Robert Maurer, vice president, Henry J. Kaufman & Assoc., Washington.

BRA FIRM BUDGETS FOR RADIO AND TV

Exquisite Form plans to spend million plus for network time in fall. Commercials are to be in taste and in line with NARTB Code requirements.

EXQUISITE Form Brassieres Inc., New York, will spend over a million dollars this fall sponsoring a radio and television network show. The half-hour evening show, *Stop The Music*, will start Sept. 7 on 67 ABC-TV stations, alternate Tuesday nights, 10:30-11 p.m. On radio the same show will be heard on CBS Radio, 8-9:30 p.m. Tuesdays, on 125 stations, with Exquisite the sponsor of one quarter-hour segment.

Before going into the television venture, Exquisite Form had to overcome the taboo codified by NARTB against closeup showing of live models wearing bras on the tv screen.

"We believe," said Robert E. Heyn, Exquisite Form's vice president in charge of sales, "that for the first time we have managed to blend good brassiere merchandising displaying and demonstrating the sales features of brassieres in the home, in the presence of the entire family, with good taste."

Adds Merchandising Plan

In addition to the radio-tv deal, the company has undertaken a plan for merchandising the program by placing entry blanks for the telephone quiz in its thousands of retail outlets for the "Mystery Melody." To be eligible for the jackpot prize listeners must fill in these entry blanks.

Grey Adv., New York, which handles the brassiere company account, guided the invasion into television. Arthur C. Fatt, executive vice president of the agency, said: "We feel very confident that the daring approach of Exquisite Form on television will produce the largest retail traffic ever created by the national advertising of a brassiere manufacturer. Heretofore, commercials have been a serious problem for bra manufacturers, and most networks have refused to approve live models wearing bras.

"We were able to prepare a commercial which is at once so charming and delightful, while packing a great sales punch, that we not only overcame the problem but succeeded in getting a sales message of great potency."

5 Firms Buy Segments Of 'Robert Q. Lewis'

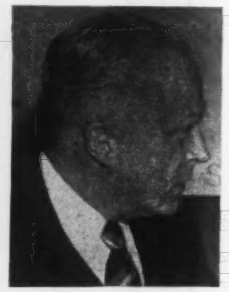
GENERAL Mills Inc., through BBDO, N. Y., will sponsor Wednesday and Friday 2:15-2:30 p.m. EDT segment of the *Robert Q. Lewis Show* (CBS-TV, Mon.-Fri., 2-2:30 p.m. EDT), starting Sept. 1. C. A. Swanson & Sons, Omaha, through Tatham-Laird, Chicago, will sponsor Thursday, 2:15-2:30 p.m., portion of same show, effective Aug. 5; S. C. Johnson & Sons Inc., Racine, Wis., through Needham, Louis & Brorby, Chicago, the Thursday, 2-2:15 p.m. EDT, period starting Sept. 9; Helene Curtis Industries Inc., Chicago, through Earle Ludgin, Chicago, the Tuesday, 2:15-2:30 p.m. EDT, portion, starting Sept. 7, and Best Foods Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., for the Wednesday, 2-2:15 p.m. period.

Reynolds Moves Tv Billing To Buchanan, Frank Agencies

REYNOLDS Metals Co., Louisville, effective Oct. 1 will transfer its television billing—about two million dollars—from the Russel M. Seeds Agency, Chicago, to its two other agencies, Buchanan & Co., N. Y. (which has been handling its radio participations since September 1951), and the Clinton E. Frank Agency, Chicago. Both agencies will share in the billing of Reynolds sponsorship of *Mr. Peepers* on NBC-TV and the company's participations in some of NBC-TV's "spectaculars" (see story, page 52).

P&G Elects Morgens Exec. Vice President

PROMOTION of Howard J. Morgens, vice president in charge of advertising for the Procter & Gamble Co., to executive vice president in charge of all operations in the U. S. except the cellulose and oil mill divisions was announced last week by Neil McElroy, P&G president. W Rowell Chase, advertising manager since 1951, has been named general advertising manager in charge of the advertising and promotional responsibilities heretofore directed by Mr. Morgens.



MR. MORGENS

In other personnel changes, Walter L. Lingle Jr. becomes executive vice president in charge of the cellulose division; Renton K. Brodie assumes the post of administrative vice president in charge of finance and other general corporate affairs, and Kelly Y. Siddall becomes vice president and comptroller.

Mr. Morgens and Mr. Lingle, previously vice president in charge of operations, were made vice presidents of the company in 1950. Mr. Brodie has been a vice president since 1942. Mr. Chase has been with P&G since 1931, and was named manager of the brand promotion division in 1936 and advertising manager in 1951. Mr. Siddall joined the company in 1926 and served in various accounting capacities, most recently as comptroller and a member of the administration committee.

Mr. McElroy said the changes in management structure were made because "the growth of the company's business has made apparent the desirability of putting increased management attention upon the diversified and highly competitive business of our company."

$15 Million Ad Campaign Being Drafted by Motorola

MOTOROLA Inc., Chicago, expects to complete radio-tv advertising plans in the next 30 days in connection with a planned $15 million merchandising-market campaign for color and monochrome tv receivers for the next 12 months.

The campaign is designed to promote sale of Motorola's new black-and-white tv models and its new large-screen color tv sets which are pegged for sale at $895 and $995—reportedly the first to be marketed below $1,000 [B•T, July 12].

The manufacturer has dropped its *Motorola Tv Theatre* on ABC-TV for next fall. Agency is Ruthrauff & Ryan, Chicago.

Ludcke to Head C&H Minneapolis Operation

GEORGE O. LUDCKE Jr., account executive, Campbell-Mithun, Minneapolis, has been appointed manager of the new Mineapolis office of Calkins & Holden Inc., to be opened Aug. 2, H. L. McClinton, president of the agency, announced last week.

C & H is one of the nation's oldest advertising agencies. It was founded in 1901 by Earnest Elmo Calkins. Among its clients are the Prudential Insurance Co., with a new north central home office in Minneapolis. Headquarters of C & H are in New York, with branches in Chicago and Los Angeles.

Two other executives have joined the agency. They are George B. Bogatt, formerly with J. R. Pershall Co., who joins the Chicago office Aug. 1 as an account supervisor, and Kenneth Mahler, BBDO, Boston, to the copywriting department of Calkins & Holden in New York.

NETWORK NEW BUSINESS

Mutual of Omaha to sponsor *Greatest Moments in Sports*, Fri., 10:30-11 p.m. on NBC-TV, effective July 30, replacing *Friday Night Fights*, which will return Sept. 3. Agency: Bozell & Jacobs, Omaha.

Monsanto Chemical Co.'s plastic div., Springfield, Mass., to sponsor CBS-TV's *Morning Show* (Mon.-Fri., 7-9 a.m. EDT), effective July 27, for 62 participations this year and others in 1955. This is company's debut in tv. Agency: Gardner Adv., N. Y.

Plymouth cars will sponsor telecast of Detroit Lions-Green Bay Packers football game Nov. 25, Thanksgiving Day, on full DuMont network. Agency: N. W. Ayer & Son, N. Y.

Lemon Products Advisory Board, L. A., has doubled current summer advertising and added singing commercials by Margaret Whiting on *The Falcon, The Hammer Guy, Squad Room, Official Detective* and *Counterspy* on 475 MBS stations, five nights weekly. Campaign supplements original 15-weeks contract for participations on NBC-TV *Saturday Night Revue*. Agency: McCann-Erickson Inc., L. A.

NETWORK RENEWALS

American Tobacco Co., N. Y. (Lucky Strike cigarettes), renews *Jack Benny Show* over CBS Radio (Sun., 7-7:30 p.m. EST), starting Sept. 26. Agency: BBDO, N. Y.

Anheuser-Busch (Budweiser beer) St. Louis, renews *Sports Today With Bill Stern* (ABC Radio, Mon.-Fri. 6:30-45 p.m. EDT), effective Sept. 13. Agency: D'Arcy Adv., St. Louis.

AGENCY APPOINTMENTS

Simpson Optical Co., Chicago (precision photographic lenses), appoints Al Paul Lefton Co., Phila., whose Chicago office will service account.

American Stores Co. (Acme super markets), Philadelphia, appoints Arndt, Preston, Chapin, Lamb & Keen Inc., same city.

Siegler Enamel Range Co., Centralia, Ill., for its subsidiary, Siegler Heater Corp., appoints Marvin Gordon & Assoc., Chicago. Radio-tv will be used for "largest advertising appropriation in the company's history."

Golden Arrow Dairy, San Diego, names Dan Lawrence Co., same city. George O. Reed is account executive.

Reinhardt Advertising Inc., Oakland, Calif., names **William W. Harvey Inc.,** Hollywood, as Southern California representative for San Francisco Brewing Co. (Burgermeister beer) account.

Real Record Co., Pasadena (phonograph record manufacturers) names Taylor-Pearson Inc., L. A.

A & A PEOPLE

Robert S. Congdon, Ward Wheelock Co., N. Y., to Harry B. Cohen Adv., as a vice president and member of the account management group.

George T. Bryant, national sales manager, major appliances, Graybar Electric Co., to Compton Adv., N. Y., as a vice president. He will work with the appliance industry in behalf of Dash, Procter & Gamble's new detergent for automatic washing machines.

MR. BRYANT

E. A. W. Schulesburg, formerly vice president, Gardner Adv. Co., N. Y., to Ridgway Adv. Co., St. Louis, as vice president and member of executive committee.

Stuart Nicholson, senior Seattle office account executive, West-Marquis Inc., elected vice president of agency and named manager of Seattle office.

John G. Copeland, Grant Adv. Inc., Chicago, appointed vice president and comptroller.

Ann Boniello promoted to administrative assistant to chairman of the board of directors and plans board, Calkins & Holden, N. Y.; **Helen Collins** (Mrs. A. R. Morelli) promoted to new York office manager and will also direct agency's traffic control system in New York, Chicago, Los Angeles and Minneapolis offices.

MISS BONIELLO

MISS COLLINS

Rowe S. Giesen, account executive, and **Roland E. Jacobson,** radio-tv director, William W. Harvey Inc., Los Angeles, named vice presidents handling the agency's eastern clients in tv film production and in charge of the commercial div., respectively.

Paul Lehman appointed production manager Leo Burnett Co., Chicago, succeeding **John Demko,** resigned.

Robert W. Hayes, formerly with Dayton Co., Minneapolis department store, appointed head of tv-radio dept., Kerker-Peterson & Assoc., same city.

George Haight, associate producer on CBS-TV *Four Star Playhouse,* to McCann-Erickson Inc., Hollywood, as production supervisor on upcoming CBS-TV series for Chrysler Corp.

James A. Mahoney is resigning as account executive and director of station relations, Lennen & Newell, N. Y. His future plans will be announced later.

Ken C. Snyder, tv commercial supervisor, San Francisco, to Stockton, West, Burkhart Inc., Cincinnati, as director, tv department.

Cecil K. Carmichael, member of publicity-promotion staff, Benton & Bowles, N. Y., promoted to associate account executive.

John J. H. Phillips, Stockton, West, Burkhart Inc., Cincinnati, to Compton Adv., N. Y., as account executive. **Ed Macon,** Kastor, Farrell, Chesley & Clifford, N. Y., to Compton Adv., as art director.

Richard M. Scanlan named account executive, Hicks & Greist, N. Y.

North Clarey, Kudner Agency, N. Y., to Compton Adv., same city, as account executive.

Norman Anderson and **Currie Brewer** resign from Leo Burnett Co., Chicago, to join John W. Shaw Adv., same city, as account executives.

Mildred Barrick Dudley, formerly timebuyer, Tatham-Laird, Chicago, appointed media director, Grubb & Petersen Adv., Champaign, Ill.

Frank Bibas, in charge of film production, radio-tv dept., McCann-Erickson, N. Y., transfers Aug. 15 to Hollywood office to supervise production of all tv commercials filmed on West Coast.

Joseph A. Vodneck, associate copy chief, Elwood J. Robinson Inc., L. A., to Hicks & Greist, N. Y., as copy writer.

Reginald Roome Jr., account executive, Davis, Parnis & Strohmeier, N. Y., to contact dept., Geyer Adv., N. Y.

Richard W. Burns, sales manager, Cal-Ray Bakeries, L. A., named vice president in charge of sales.

E. C. K. Chivers named eastern district manager and **E. R. Fernau** named midwestern district manager, Diamond Match Co., N. Y. Mr. Fernau succeeds **Kermit M. Ness,** appointed sales manager, book match advertising dept.

Melvin Helitzer, formerly director of public relations, Toy Guidance Council, N. Y., named director of public relations, Ideal Toy Corp., N. Y.

Cyril Solomon, formerly merchandising director, Food Fair stores, appointed merchandising manager, Kitchens of Sara Lee Inc., Chicago (butter coffee cake, butter pound cake, cream cheese cake).

Drucilla Handy appointed public relations and educational director, toiletries div., Helene Curtis Industries Inc., Chicago.

Leo Pistone, art director, Wm. Filene's Sons Co., Boston department store, to Harold Cabot & Co., advertising agency, Boston, in same capacity.

Tom Slater, former vice president in charge of radio and tv, Ruthrauff & Ryan, N. Y., elected president of New York Alumni Assn. of Northwestern U.

James W. Blackburn, 44, vice president and copy group chief, McCann-Erickson, N. Y., died July 13 after an eight-week illness.

Don Copeland, 61, one of Canada's earliest network announcers, died July 5. In recent years he operated his own advertising agency, Broadcast Adv. Sales, Toronto.

Harvester Buys 'Ivy'; TPA Seeks Co-Sponsors

INTERNATIONAL Harvester Co. has signed for *The Halls of Ivy*, produced by Television Programs of America, in top markets starting in October, M. F. Peckels, manager of the consumer relations department of International Harvester Co., announced last week.

The company has authorized Milton Gordon, president of TPA, to negotiate for co-sponsorship in other markets in order to permit the widest possible national coverage of the half-hour show.

Depending on availabilities, the program will either be broadcast on a network or on a wide national spot basis. Details of both markets and coverage will be announced later. The sponsor will advertise the company and its entire line of products, with major emphasis on refrigeration and motor trucks.

The series co-stars Ronald Colman and his wife, Benita Hume. It will be written by Don Quinn, directed by William Cameron Menzies and Norman McLeod. Leo Burnett Co., Chicago, is agency.

Prockter Tv Series To Have Movie Version

PLANS were announced last week by Bernard J. Prockter, president of Prockter Television Enterprises, to produce a full-length motion picture for theatrical distribution based on the company's *Treasury Men in Action* tv filmed series.

Mr. Prockter said he flew to Europe a few weeks ago to inspect locales and studios in England and France for use in making the *Treasury Men* motion picture. He expressed the belief that this is the first time a full-length theatrical film drama will be made following the format of a tv filmed series. Like the tv show, Mr. Prockter added, the motion picture will be produced with the full cooperation of the Treasury Dept. Production is expected to begin early in 1955.

The *Treasury Men in Action* tv filmed series, produced by PTE for the past four years, will be carried over ABC-TV, starting in September. Thirty-nine films currently are in production at the American National Studios in Hollywood.

Webb Again Faces Suit For 'Dragnet' Episode

CARNIVAL operator Lewis E. Smith, who was rebuffed when a Los Angeles Federal court threw out his $100,000 damage suit against Jack Webb, KNBH (TV) Hollywood and others [B•T, July 5], has filed his suit in Los Angeles Superior Court, increasing the claim for damages to $200,000. The U. S. judge had ruled the original complaint contained no cause of action in a Federal court.

Mr. Smith charged NBC Radio's June 8 *Dragnet* broadcast falsely portrayed him as "mentally deficient" and invaded his privacy. Mr. Smith last March reported a black panther loose in the Los Angeles area and later revealed the story was a "publicity stunt."

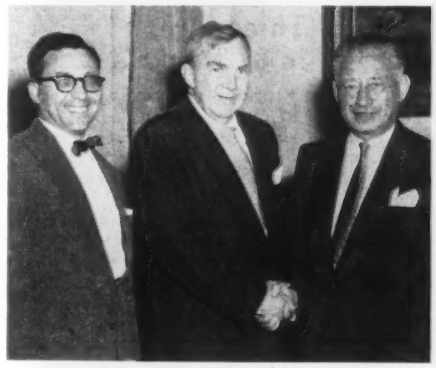
Screen Gems Production Up

AS AN INDICATION of increased production activity at the New York studios of Screen Gems Inc., Ralph N. Cohn, vice president and general manager, reported last week that current production includes 17 commercials and five *Big Playback* tv filmed programs.

Seven of the commercials are being made for Quick, a Richard Hudnut preparation. The agency is Kenyon & Eckhardt.

Screen Gems also is producing eight spot announcements for The Wander Co., Chicago, (Ovaltine). The agency is Tatham-Laird, Chicago.

Two announcements are being prepared for Burlington Mill's Cameo stockings. The agency is Donahue & Co., New York.



ON HIS RECENT trip to meet the nation's mayors, Thomas Mitchell (c), star of the upcoming *Mayor of the Town* tv film series, is greeted by Aaron Beckwith (l), vice president of United Television Programs Inc., New York, which has regional syndication rights to the series, and Abe I. Stark, New York City Council president.

Biltmore Plans Aug. 9 Opening For Huge Studios in New York

WHAT were said to be New York's largest studios for production of television motion pictures and film commercials will be opened by Biltmore Production Corp. on Aug. 9, with four large studios at 68 East 4th St., Louis L. Klotz, president of Biltmore Productions, announced last week.

Mr. Klotz is head of his own firm, Klotz Productions, which will hereafter be a part of Biltmore Productions.

The 68 East 4th St. building contains four studios: (1) 50 x 120 feet; (2) 50 x 100, and (3) two that are 50 x 60 feet each. All contain sound recording, projection room, and editing facilities, etc. The studios already have two shows in production—78 half-hour musicals and 39 half-hour dramatic shows.

Producers, NBC Show Color Film Processes

FILM PRODUCERS Assn. of New York, in cooperation with NBC, conducted a closed-circuit tv color demonstration last Monday at the Colonial Theatre in New York, utilizing color prints of various processes.

The demonstration featured the first closed circuit telecast of 35mm color made specifically for tv, showing Technicolor and Eastman Color. Presented also were 16mm prints of Technicolor, Kodachrome and Eastman.

In attendance at the session were approximately 300 persons said to represent a cross section of the television industry, including personnel from agencies, networks, sponsors, producers and film laboratories. FPA currently is planning the production of some new tests with opticals and special effects.

Ziv Tv's 'Three Lives' Renewed in 87 Markets

ZIV Television Programs announced last week it has obtained 87 renewals for its *I Led Three Lives* tv filmed series, effective at the expiration of current contracts. The company recently started production on the second year's programming of the series.

Latest renewals were signed by Phillips Petroleum Co., which already had negotiated for the series in 23 markets, for showing also in Tampa-St. Petersburg, Miami, Salt Lake City, and Amarillo, and by WABC-TV New York. Phillips Petroleum agency is Lambert & Feasley, New York. WABC-TV has given first refusal rights to the current New York sponsors of *I Led Three Lives,* U. S. Tobacco Co. and Ronzoni Macaroni Co.

Odlum Negotiates for RKO

NEGOTIATIONS were held last week between Floyd Odlum, president of the Atlas Corp., and Howard Hughes, president of RKO, over the possibility of Mr. Odlum's acquiring the motion picture company. A spokesman for Mr. Odlum in New York could confirm only that the two had been conferring and said no transaction had been completed by Thursday night.

FILM SALES

United Television Programs Inc., Hollywood, announces the following sales: *Waterfront* to WDBO-TV Orlando, Fla. **(First Federal Savings & Loan)** for 52 weeks, WCAU-TV Philadelphia **(Philadelphia Dairies)** for 30 weeks, Detroit market **(Stroh Brewery)** 13 weeks renewal; **Fulton Lewis jr.** to WDBO-TV Orlando for 26 weeks; *Rocky Jones, Space Ranger* to KCOP (TV) Hollywood **(Can-O-Pop),** WBZ-TV Boston for 26 weeks; *Royal Playhouse* to KELO-TV Sioux Falls, S. D., for two years; *Counterpoint* to Johnstown, Pa. market **(Hollywood 400 Rotisserie)** for 13 weeks; both packages to KSTM-TV St. Louis for 52 weeks, WCHS-TV Charleston, W. Va., for 78 weeks, KGMB-TV Honolulu for two years; *Hollywood Offbeat* to Cincinnati, Huntington, Wheeling and Steubenville markets **(Hollywood 400 Rotisserie)** for 13 weeks, KTTV (TV) Hollywood for 52 weeks renewal. WSM-TV Nashville, KSL-TV Salt Lake City for 15 weeks; *Heart of the City* to Saginaw and Bay City, Mich. markets **(Falstaff Brewing Corp.);** *Lone Wolf* to WGR-TV Buffalo **(William Simon Brewery)** for 52 weeks, WABT (TV) Birmingham **(R. L. Ziegler Inc.)** for 52 weeks; WEAR-TV Pensacola, Fla., **(Pure Oil Co.),** KVTV (TV) Sioux City, Iowa, for 52 weeks, KERO-TV Bakersfield, Calif. **(Phillips Jewelry)** for 52 weeks.

WMSL-TV Decatur, Ala., signs for seven film series from Official Films Inc. L to r: Bill Guy, station manager; Frank Whisenant, WMSL-TV president and general manager, and Jeff Davis, head of Official Films' Atlanta office. The films are *Music Hall Varieties, Terry and the Pirates, Cartoon Library, My Hero, Secret File U.S.A., Town & Country Time* and *Colonel March of Scotland Yard.*

WNBK (TV) Cleveland has contracted 52 western feature films from **Louis Weiss & Co.,** L. A., each of which will have one full-length run and two-runs in a newly edited half-hour version. WSM-TV Nashville and WAGA-TV Atlanta have acquired the block of features on two-run basis in their original length. WCAU-TV Philadelphia has taken *Craig Kennedy Criminologist* for two more showings during next 12 months, marking fifth and sixth runs of series by that station.

FILM DISTRIBUTION

Interstate Television Corp., Hollywood has acquired distribution rights to *Adventure Album,* 26 quarter-hour film series featuring **Wallace Taber,** and *Popular Science,* originally released by Paramount Pictures as 35 mm half-hour theatrical subjects. *Popular Science* will be distributed in both quarter-hour and half-hour 16 mm versions. Both series are **Toby Anguish** packages. Sales of *The Little Rascals,* according to Interstate President **G. Ralph Branton,** are running ahead of print availability, necessitating assignment of four film laboratories to process 16 mm footage. **Sterling Films Ltd.,** Toronto, has been appointed Interstate representative for Canadian distribution.

FILM PRODUCTION

Walt Disney Poductions, Burbank, Calif., has started shooting first film for ABC-TV *Disneyland* series, which premieres Oct. 27. "Adventureland" is being filmed in color by **Will Cline,** and appearing in this film with **Mr. Disney,** who will be seen in each of the 26 hour-long features, are its writers, **Winston Hibler** and **James Algar.** Directing "Adventureland" is **Richard Bare.**

Screen Gems Inc., Hollywood, is completing "A Trip Around the Block" for NBC-TV *Ford Theatre,* starring **Jan Sterling** and **Steve Cochran. Leslie Kardos,** writer-director whose career started in Budapest, is making his tv debut as director of script by **Richard Morris.**

RANDOM SHOT

Kling Studios, Hollywood, has opened 12 new fully equipped editing rooms, just completed as part of extensive remodeling and improvement program, on which approximately $265,000 has been spent to date.

William F. Broidy Productions, Hollywood, has leased 21-office building at KTTV (TV) Hollywood studios for firm's entire production and office staffs to facilitate its expanded tv film and motion picture schedule. Filming on *Wild Bill Hickok* and upcoming *Secret Service Agent* series remains centered at Brodco's Sunset Studios and Cedar Lake location site.

National Tulip Society, N. Y., non-profit organization, is making available to tv stations at no cost four-minute film featurette, "Your Garden Next Spring," prepared especially for tv. Film shows how tulips, hyacinths, daffodils and other flowers dress up a home, how flower bulbs are cultivated and instructs in how and where to plant for best results. Address: Films of the Nations Distributors Inc., 62 W. 45th St., New York 36.

Armand Denis, explorer and film maker, is in Africa making a series of tv films on African adventure for BBC. He is seeking a commercial sponsor in U. S. **Warren D. Devine Editorial Services,** Detroit, is assisting Mr. Denis in securing a U. S. sponsor.

Al Knudson, head of radio-tv dept., Allan Christopher Adv., and **Tony Rivers,** Young America Films Inc., N. Y., form production unit and are readying tv comedy film series *Lady Law,* starring **Zazu Pitts.**

FILM PEOPLE

Ben Cohn, head of radio-tv dept., Warner Bros., Burbank, Calif., to McCadden Corp., Hollywood, as publicity director.

John Steadman, former writer-producer, McCann-Erickson Inc., S. F., to sales staff, Hubbard Hunt Productions Inc., Hollywood tv film commercial production firm.

Allan Cullimore, formerly of MacLaren Adv. Ltd., Toronto, named production consultant, tv film production, S. W. Caldwell Ltd., same city, tv film producers and distributors.

Jack Mahoney, star of *Range Rider* tv film series, signed to exclusive seven-year contract by 20th Century-Fox.

Dr. Hans Haber, high-altitude and space-flight authority and associate physicist, UCLA, signed by Walt Disney as technical consultant on space medicine for "Land of Tomorow" segment of upcoming ABC-TV *Disneyland* series.

Barry Kelley, motion picture actor, assigned continuing role of the assistant managing editor in *Big Town* film series by Gross-Krasne Inc., Hollywood.

Billy Chapin, 10-year-old Hollywood motion picture and tv film actor, signed by Rawlins-Grant Inc., that city, to portray continuing role of "Butch" in *Mayor of the Town* series.

Richard Sheppard, film supervisor, S. W. Caldwell Ltd., Toronto, on three-week trip to England to investigate tv film exports and study start of commercial tv in England.

Beverly Wills, daughter of **Joan Davis,** who acted last season with her mother in the NBC-TV *I Married Joan* film series, and Lt. Alan Grossman were married July 11.

Gerald Geraghty, 47, writer on many tv western features, died of a cerebral hemorrhage July 8.

No 'Lucy' After 1956

UPON completion of Desilu Productions' current contract with Philip Morris & Co. in 1956, there will be no more *I Love Lucy* tv films made, according to present plans, star Lucille Ball revealed. She has always wanted to direct, the comedienne declared, adding there is a possibility she might do "an hour-long show in color every three months or so." Miss Ball said the desire to spend more time with her children was the reason behind her decision.

Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

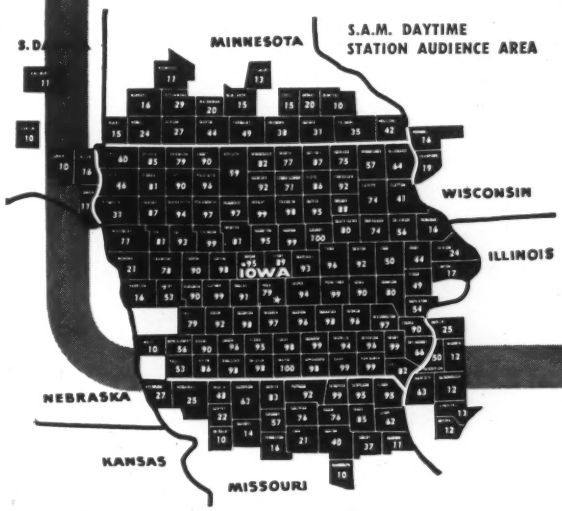
TAKE DRUGSTORE SALES, FOR INSTANCE!

7.1%	CEDAR RAPIDS	
5.1%	TRI-CITIES	
13.4%	DES MOINES	
2.0%	DUBUQUE	
5.8%	SIOUX CITY	
4.6%	WATERLOO	
62.0%	REMAINDER OF STATE	

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1954 Consumer Markets



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

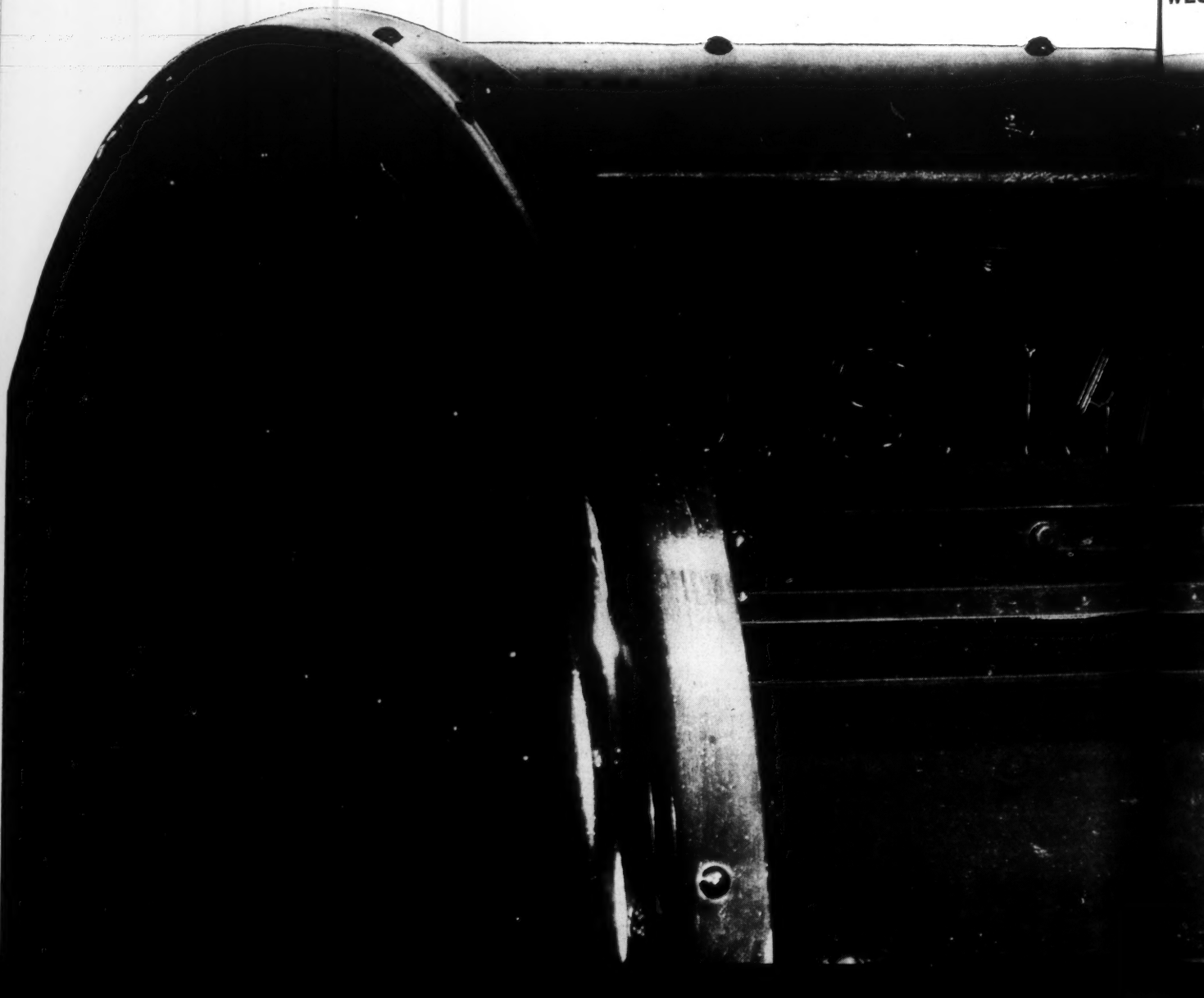
WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

EVERY 27 SECONDS SOME



IE BODY WRITES TO WBC

In the first five months of 1954 . . .

80,094 people wrote to WBZ-WBZA, including 15,000 who requested a snowfall map offered in just six announcements.

58,830 wrote to WBZ-TV. And last year a *sponsor* got 71,759 responses to *one* of its amateur shows.

62,229 wrote to KYW . . . 2,024 of them for health booklets in just two weeks.

78,122 wrote to WPTZ. And during this time, in addition, *one sponsor* heard from 35,467 listeners to his show.

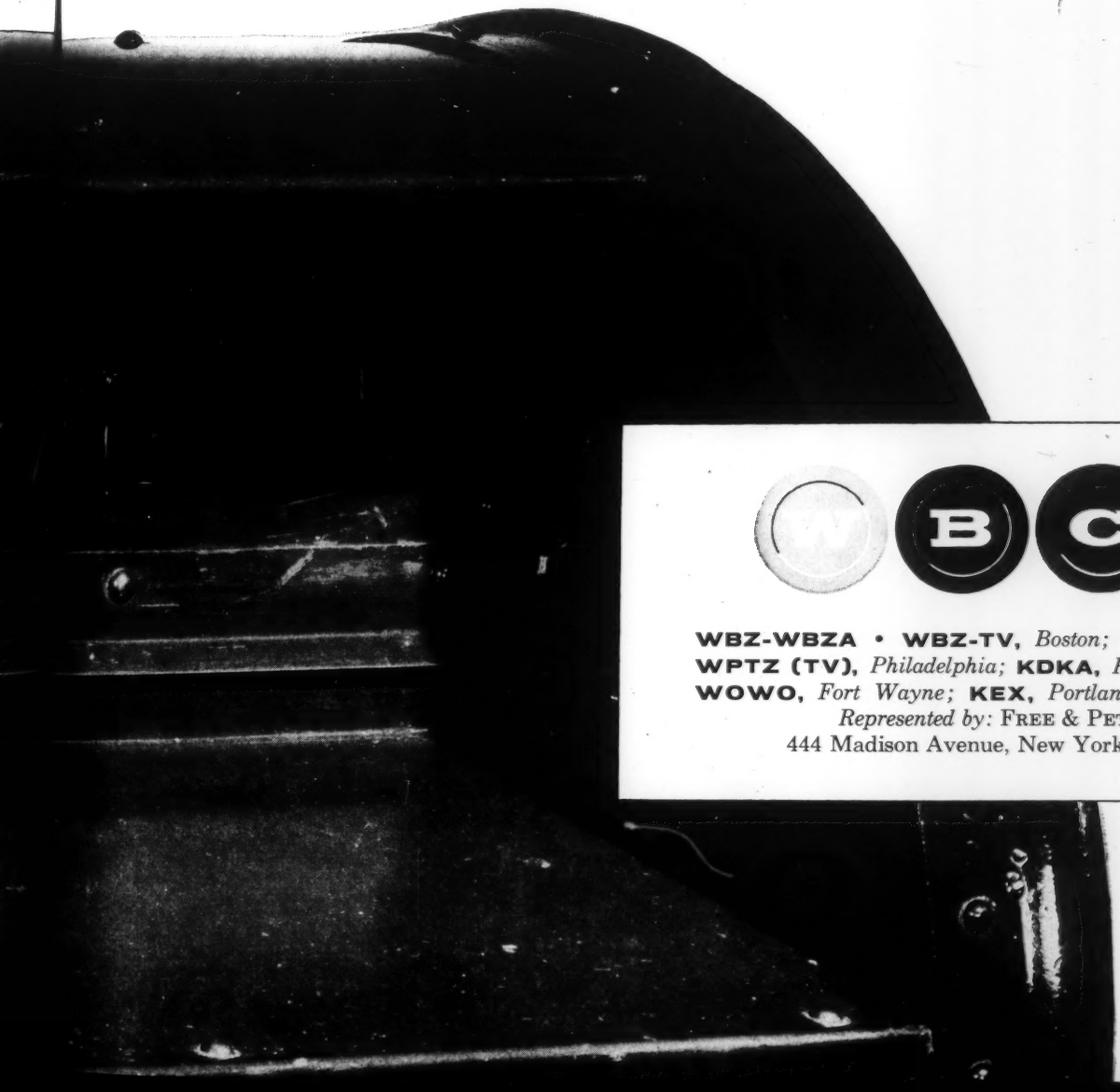
115,723 wrote to WOWO. One week brought $2,320 in $5 orders for a garden product.

45,749 wrote to KDKA. In six weeks, 8,816 of them from 131 counties, 19 states and Canada sent quarters and boxtops for gladiolus bulb premium offer.

39,610 wrote to KEX. A two-week Valentine Day contest drew 5,511 entrants.

You see. People don't just tune to the WBC stations. They do something about what they hear. That's *Audience Action!* If *you* want to hear more, call your nearest WBC station or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York. Ask about substantial group and frequency discounts on the *Audience Action* stations, too.

WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-WBZA • WBZ-TV, *Boston;* **KYW • WPTZ (TV),** *Philadelphia;* **KDKA,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland, Oregon*

Represented by: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.

STATIONS GROSSING UNDER $200,000 NOT UNDER FEDERAL LABOR LAWS–NLRB

About 80% of radio stations and a smaller ratio of tv outlets will no longer be subject to the Wagner and Taft-Hartley Acts under a new NLRB policy. Many questions, however, are left unanswered.

RADIO and tv stations grossing less than $200,000 a year are no longer subject to Federal labor laws (Wagner and Taft-Hartley Acts), under a policy decision issued last week by National Labor Relations Board.

About 80% of radio stations and a much smaller ratio of tv stations will revert to pre-New Deal labor relations, judging by first interpretations of the NLRB decision.

Unanswered, however, are a number of important questions that affect management and may determine whether a station is still subject to federal laws.

Charles H. Tower, manager of the NARTB Employe-Employer Relations Dept., said there no longer are unfair labor practices for employers or for unions in the case of stations grossing less than $200,000. He added that state labor laws will still apply, with some industrial states having statutes containing some of the provisions in the Wagner and Taft-Hartley Acts.

MR. TOWER

Mr. Tower told B•T the decision "is the most important ever handed down by the NLRB since its creation in 1947 when the Taft-Hartley Act was passed."

Unions, as well as management, are affected by the NLRB decision and will have more freedom in their relations with stations. Lawson Wimberly, assistant to the president of IBEW, told B•T he doubted if the board action "would do much to stabilize labor relations."

Mr. Wimberly said the board "has been helpful in finding who represents whom" although he questioned the importance of the board's enforcement of unfair labor practice rulings.

"This may reintroduce the secondary boycott," he suggested. "If there is no way of resolving disputes, we may get back to the law of the jungle. Reasonable regulation served a useful purpose. With no regulation, we revert to what we had before."

In Chicago, the National Assn. of Broadcast Engineers & Technicians (CIO) had no official comment on the NLRB decision with respect to future jurisdictional disputes.

George Maher, executive secretary of the union, told B•T last Thursday the union would poll its executive board before releasing any statement. He said currently NABET has contracts with some 90 radio and 70 tv stations.

There is a feeling in top echelons of the CIO union, however, that the ruling will "create havoc" in the broadcast industry, particularly among non-organized outlets at this time and where labor-management relations have not been especially stable.

As one official put it, the decision could represent a forerunner to an "economic struggle" that conceivably could throw the industry into turmoil. One reason for this belief is, of course, the possibility of jurisdictional disputes with NABET's principal rival, the International Brotherhood of Electrical Workers. Another is the prospect of strikes or picket lines and secondary boycotts.

It was pointed out that while several states have labor laws, only two—New York and Wisconsin— have machinery to process any disputes that might arise.

Here are the practices deemed unfair on the part of employers under Sec. 8A of the Taft-Hartley Act:

1—General interference or coercion of employes (an omnibus clause).

2—Sponsoring or assisting a company union.

3—Discriminating in hire or tenure of employment to discourage union activity.

4—Discrimination because of appearance at an NLRB proceeding.

5—Refusal to bargain in good faith.

The practices deemed unfair on the part of unions under Sec. 8B of the Taft-Hartley Act follow:

1—Restraint or coercion by unions.

2—Refusal to bargain in good faith.

3—Union pressure to force an employer to violate Sec. 8A3.

4—Secondary boycotts and jurisdictional strikes.

5—Unreasonable initiation fees.

6—Featherbedding.

In recent weeks NLRB has been setting new jurisdictional standards covering a number of industries. Its July 15 decision setting a $200,000 minimum for radio-tv stations includes a $500,000 minimum for newspapers. Its announcement includes this language:

"B. The board announced that it would assert jurisdiction over radio and television stations only if their gross revenue amounts to at least $200,000 a year, and newspapers only if their gross revenue amounts to at least $500,000 a year. The former standards placed no limit on jurisdiction of broadcasting stations or newspapers if their operations affected interstate commerce."

Positive Statement

The NLRB announcement then stated the matter positively this way:

"Jurisdiction will be asserted over radio and television stations only if their gross annual revenue amounts to at least $200,000 and over newspapers only if their gross annual income amounts to at least $500,000."

After deciding to get out from under radio-tv labor actions involving small stations, the board left a stack of unsolved problems that may not be worked out for years. This mess involves a definition of "gross annual income," for example. Does gross annual income mean before or after agency and representative commissions?

Mr. Tower said that while the board issued no definition, he tentatively felt that the $200,000 minimum will be computed by NLRB with agency and representative commissions included.

How about newspaper-radio combinations? Mr. Tower said that in general, NLRB has not combined unrelated businesses in assuming jurisdiction. On this basis, the answer depends on the corporate structure and extent to which radio-tv stations and newspaper are integrated.

Multiple ownership, too, involves problems. Mr. Tower told B•T that if several am stations are owned by a single corporation, they may be dealt with separately if all are in the same state. If they are in more than one state, NLRB might decide to use their total revenue. Here, again, he emphasized there are no specific decisions to govern his interpretations.

Asked about multiple ownership of several stations by separate corporations, he said the extent of integration of their operations would be a guiding factor. If ownership is identical in all corporations, the situation appears to be about the same as that in the preceding paragraph.

Then there's the matter of am-tv operations owned by a single corporation in the same market, assuming the station involved grosses less than $200,000 a year. Mr. Tower felt jurisdiction might be asserted if the total revenue of both am and tv outlets exceeded $200,000.

Mr. Tower reiterated that his interpretations are purely tentative. He said since the Wagner Act was enacted in 1935 radio and tv operations have been classed as interstate commerce, with the board holding them subject to federal labor laws. None of the Taft-Hartley provisions now apply to stations grossing under $200,000, he said, because the board is asserting jurisdiction only when a case has a major effect on the nation's business.

NARTB Will Digest

As to state laws, of which there are "all sorts," he made this general statement: "In some industrial states the general labor statute is much closer to the Wagner Act than to the Taft-Hartley Act. In some states the law follows Taft-Hartley provisions but in others there is no general labor law." He added that NARTB will make a digest of state labor laws.

Guy Farmer, NLRB chairman, said Friday the federal law regulating labor relations is designed to maintain free institutions in labor-management relations, safeguarding and strengthening free collective bargaining.

He explained the labor law guarantees to employes the right to join or not to join labor unions and protects them in the exercise of this right against employers and unions. The act, he continued, bans company-dominated unions, discrimination against an employe because he joins a union, closed shops, and also prohibits compulsory union membership under the union shop unless the union is the freely designated representative of a majority of the employes. Secondary strikes and boycotts are forbidden, he said, and machinery is provided for employe elections.

NETWORKS FACE WRITERS STRIKE

STRONG possibility exists that free-lance television script writers affiliated with Television Writers of America will strike this week against NBC-TV, CBS-TV and ABC-TV.

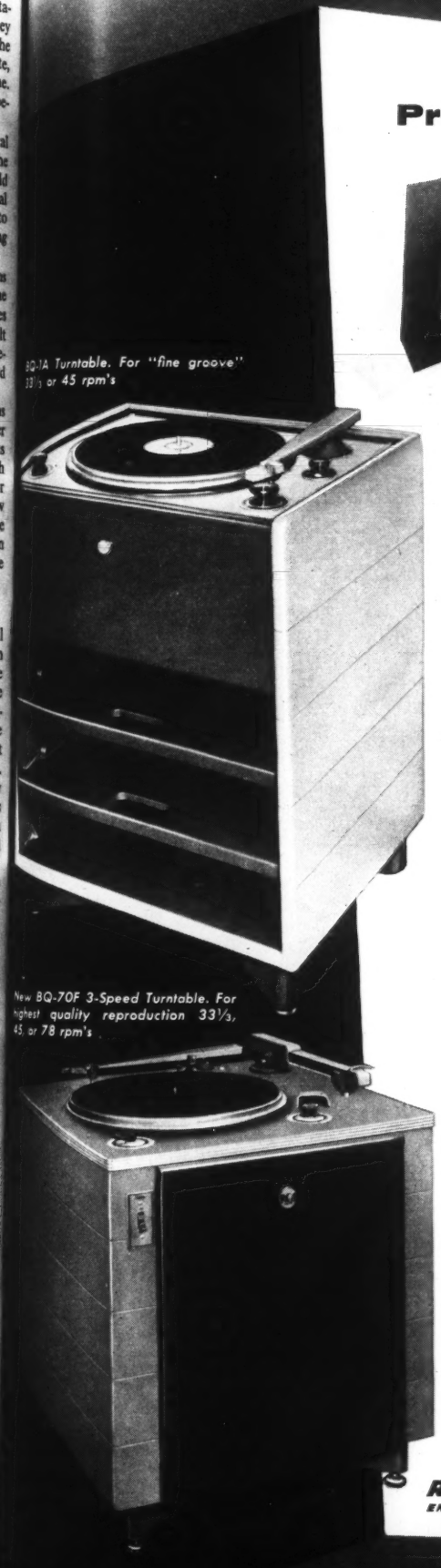
A source close to the independent union said that barring some last-minute conciliatory move by the networks, which was deemed unlikely, TWA was prepared to call a strike this week, perhaps by Wednesday. The union broke off negotiations with the networks on July 9 and has been planning strategy since that date.

Dispute between TWA and the networks centers around wage demands and an insistence on a union shop clause in the contract. The union has proposed a minimum fee of $715 for a half-hour script and $1,200 for a full-hour, while the networks have countered with offers of $425 and $600, respectively. The networks

Professional

45 RPM EQUIPMENT

for every studio set-up



BQ-1A Turntable. For "fine groove" 33⅓ or 45 rpm's

New BQ-70F 3-Speed Turntable. For highest quality reproduction 33⅓, 45, or 78 rpm's

RCA offers the most complete line of professional 45 RPM equipment in broadcasting, including: turntables, conversion kits, individual components—everything required to meet the specific plans of your station.

● **For fine-groove 45's and 33⅓'s (exclusively)—up to 12".** Specify RCA's "studio-proved" BQ-1A turntable. Only 28" high, 20" wide, and 16½" deep, this unit is designed specifically for 45's and 33⅓'s—up to 12" diameter. Complete with lightweight tone arm, filter, 1.0 mil pick-up, and a cabinet. Order MI-11808/11806/11874-4. (Without cabinet, order MI-11806/11874-4.) Immediately available from stock.

● **For 33⅓, 45, 78-transcriptions.** Specify RCA's deluxe BQ-70F Turntable—newest edition of RCA's famous 70-series transcription equipment. This high-quality unit includes a lightweight tone arm, a filter, a 1.0 mil pick-up (for fine-grooves), and a 2.5 mil pick-up (for standards). Order MI-11818/11885/4975/11874-4/11874-5. (Without pick-up and filter, order MI-11818.) Available in 30 days.

● **For "45's"—on your present RCA 70C, 70D, or 70E Turntable.** To play "45's" on 70C, 70D, or 70E turntables, you simply install the RCA 45 RPM Conversion Kit that fits your set-up. Check here for the kit you need. Available in 30 days.

(1) Complete 45 RPM Modification Kit, including record adaptor plate, tone arm, 1 mil pick-up, and filter. MI-11883/11886/11885/4975/11874-4.

(2) For 70C, 70D, and 70E turntables already equipped with MI-4975 filter—specify kit MI-11883/11886/11885/11874-4.

(3) For 70C, 70D, and 70E turntables already equipped with MI-4975 filter and MI-11874-4 pick-up—specify kit MI-11883/11886.

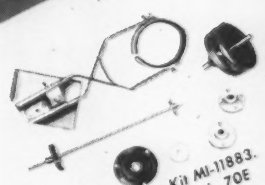
RCA professional 45 RPM equipment can be ordered direct through your RCA Broadcast Sales Representative. In Canada. write RCA Victor, Ltd., Montreal.

Pioneers in AM Broadcasting for over 25 years

RCA®

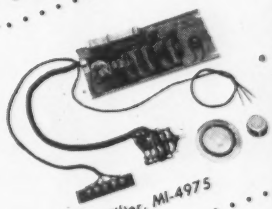
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

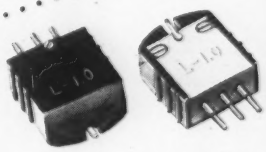


• 45 RPM Conversion Kit MI-11883. For RCA 70C, 70D and 70E turntables

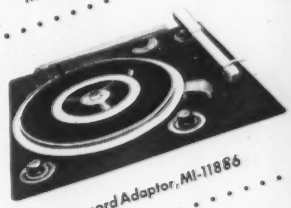
• Lightweight Tone Arm, MI-11885



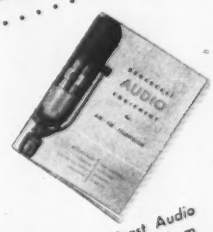
• Reproducer Filter, MI-4975



• Lightweight Pickup Heads, MI-11874-4 MI-11874-5



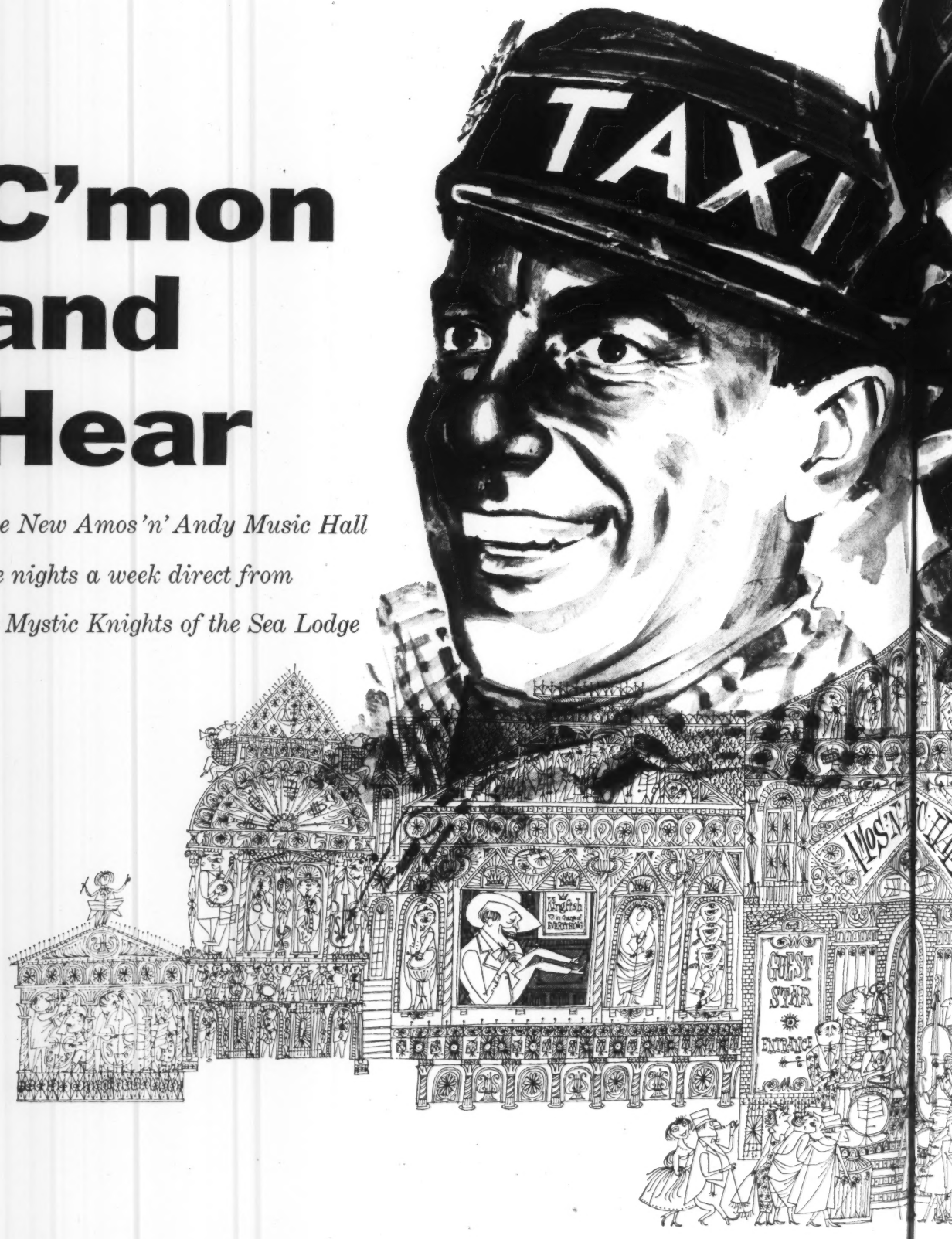
• 45 RPM Record Adaptor, MI-11886



New 146-page Broadcast Audio Equipment Catalog. Free, from your RCA Broadcast Sales Representative

C'mon and Hear

The New Amos 'n' Andy Music Hall
five nights a week direct from
the Mystic Knights of the Sea Lodge



You'd never suspect it from their offhand manner, but they're the most legendary salesmen in the land. One of them is Freeman Gosden (Amos). The other, Charles Correll ('n' Andy). And all four of them put together have had Americans coming back for more, day after day, week after week, for 25 years.

Beginning this fall CBS Radio will present them Monday through Friday evenings in one of the most exciting new formats in all radio: "The Amos 'n' Andy Music Hall."*

Through a special arrangement with The Kingfish—Vice-President in Charge of the Whole Business—the show originates from the Grand Ballroom of the Lodge of the Mystic Knights of the Sea. And next to the bandstand, Amos 'n' Andy will be joined by the kind of guest stars that only two lifetimes like theirs could command. All the great names from radio, the stage, and from every kind of screen you can think of.

What's more, Gosden 'n' Correll will personally tell the commercial stories of America's biggest advertisers—with all the irresistible candor and charm that makes whatever they say the last word.

This great big nightly 'sociable' promises to attract a more loyal following than any other program in radio: the vast number of friends who just wouldn't know Sunday without Amos 'n' Andy. And the millions of new friends they'll gain from CBS Radio's huge weeknight audiences.

Will advertisers who want to make the most of radio's great cumulative audiences also please note: the costs of the Music Hall, section by section, reflect the sort of advertising economy that only radio offers today. And when it comes to Amos 'n' Andy—buy one, get the other one free.

**The regular Sunday night Amos 'n' Andy show will continue on the air.*

CBS Radio Network

have rejected the union shop clause, under which a script writer would have to join TWA 30 days after his script is purchased.

Complicating the negotiations is an inter-union dispute between TWA and the Authors League of America, whose affiliated group, the Television Writers Group, has sought recognition in the past to represent tv script writers. TWA's one-year certification by NLRB is scheduled to be reviewed on Aug. 3, and at the same time the Author's League, since last May, has had an appeal before NLRB, claiming it now has majority support among free-lance tv script writers.

It is estimated that about 400 free-lance writers are members of TWA, and officials claim that many of the comedy shows and dramatic programs would be affected by a walk-out. Network officials expressed the belief that a strike "would not be damaging."

It was reported late Thursday that the U. S. Conciliation Service had been brought into the dispute, but it could not be ascertained whether the networks would agree to a meeting.

The need for drastic and immediate action by the union, according to a source, is underlined by the Aug. 3 deadline for certification. He pointed out that if ALA's petition for consideration of another election is approved, a dragged out situation could emerge under which final settlement of a contract with the networks could be delayed until after Jan. 1. Should this eventuality occur, he noted, the networks will have arranged for script material without the minimum wage demands.

NABET Plans to Sue On All-Star Telecast

NATIONAL Assn. of Broadcast Engineers & Technicians (CIO) last week in Chicago was preparing to file a $6 million suit against NBC and other parties, alleging violations of union contracts in connection with last Tuesday's telecast of the All-Star baseball game in Cleveland.

Threat of such a suit was confirmed by the union's executive secretary, George Maher, in response to reports that NABET has charged a conspiracy to restrain trade. He said Thursday the action would be filed in circuit court, either in New York or Chicago, within the next two or three weeks.

First to NLRB

Initially, a grievance will be issued against NBC with the local NLRB regional office. If arbitration supports the union, the charge will be transformed into a suit. The defendants, according to Mr. Maher, would be the Gillette Safety Razor Co., Maxon Inc. (Detroit), the Cleveland Indians and baseball's Comr. Ford Frick.

NABET charges NBC violated its contract with the union by failing to supply a union crew for the All-Star game telecast. Instead, Mr. Maher said, the game was originated by WXEL (TV) there, which, he claims, employs non-union help. To fulfill terms of its pact, he added, NBC was required to furnish technical help from WTAM and WNBK (TV), the latter an NBC-TV affiliate.

NBC reportedly had no comment on the charge. But it was understood that in a letter to NABET, NBC claimed it did not violate the contract. WXEL officials were not available for comment in Cleveland Thursday.

NEW INSTANTANEOUS RATING SYSTEM, 'DAX', TO BE OFFERED BY THE PULSE

Roslow says DAX will allow continuing count of program audience throughout show. He also emphasizes that ratings are not enough—use of radio should be selective and aimed at real potential customers.

INSTANTANEOUS rating reporting service has been designed and developed and is now ready to be put to work, Dr. Sydney Roslow, director of The Pulse, revealed last week.

DAX (for radio) or DAX-TV, invented by William Horne, formerly of Young & Rubicam's research staff, is unlike other mechanisms in that it has no tapes or moving parts, Dr. Roslow said. The home unit, which can serve one or more sets, will be small and inconspicuous, utilizing transistors and printed circuits. Arrangements have been made with the New York Telephone Co., he said, for both home wire-ups and office demonstration tv sets for actual in-use demonstration to be made after he returns to New York from a western speaking tour.

Describing the device in a talk prepared for delivery Wednesday at the 13th annual business conference at Stanford U., Dr. Roslow said: "This machine is electronic, of course. It measures radio and tv set usage instantaneously. All one needs to do is to read the ratings of each station in the market as they are printed on the record sheet.

"I predict that in using DAX the advertiser will no longer sit in the sponsor's booth in the studio to watch his program. Instead, he will sit in Pulse headquarters, watch his program on a tv set there and read the audience ratings minute by minute during the broadcast. And, furthermore, at the conclusion of the telecast, there will be a flash reporting the program's audience rating, with a by-line credit to Pulse."

Further Data Essential

Dr. Roslow said that Pulse is ready to serve the industry with this new form of reporting any time broadcasters and advertisers are willing to pay for it. But he cautioned that this "is not the end-all for broadcast research. It will simply confirm and supplement the personal interview research we do." Ratings are not enough, he said. People buy the products advertised and "only personal interview research will supply the vital data needed by the advertiser."

The drive to reach bigger and bigger audiences which accompanied the advent of tv, Dr. Roslow said, "is not too realistic an approach for most advertisers. Cost makes it prohibitive for many. Distribution problems make it unwarranted for others. Competition among networks, as well as advertisers, makes it more and more difficult to accomplish.

"What is required," he declared, "is not really huge audiences or mass audiences, but rather selected audiences. The use of radio and television should be selective so that the programs or commercials are pin-pointed to reach audiences which include real potential customers. A Bermuda trip commercial should not reach a poor and unlikely prospect, nor an adult laxative an extremely young child."

Considering only the factors of age and sex of radio and tv audiences, Dr. Roslow noted that a manufacturer of shaving products might feel an early morning spot campaign would prove successful and cited Pulse statistics for New York to show that nearly 10 times as many men over 20 are available by radio as by tv at that time of day. However, he warned, "one cannot overlook the fact that on radio these men are distributed over 10 or more stations, while in tv the men are reached by two stations."

For the manufacturer of "ice cream pops," who wants to reach children in the late afternoon, Dr. Roslow reported that televiewers under 20 at that time greatly outnumber radio listeners of that age group. And a soap advertiser, seeking an early afternoon housewife audience, would find more women between 20 and 45 in the radio audience than the tv audience.

This same type of analysis can be extended to specific programs, he said, or an entire analysis could be made of individual market differences. "Advertisers must know how these audiences are going, market by market," he stated. He showed this table of three cities and four tv programs:

TV RATINGS—JUNE, 1954

	N.Y.	Chicago	L.A.	U. S. Pulse Tv
I Love Lucy	54.5	50.5	41.4	46.2
Jackie Gleason	47.5	39.0	24.8	38.1
Godfrey & His Friends	30.3	31.6	9.2	30.2
Toast of the Town	35.7	26.3	24.8	32.1

"These differences show very clearly that a single national average is not sufficient," Dr. Roslow said. "In a market where the rating is high, everything may be fine. But how about the others? Additional effort is needed in the area where the program rating is low. Thus, national averages hide local and regional differences. This is even more important in tv, where time differences and live or film or 'kine' productions can seriously influence the audience quality and size."

'DRAGNET', 'LUCY' TOP VIDEODEX

NBC-TV's *Dragnet* and CBS-TV's *I Love Lucy* led the Videodex list of top 10 programs in tv ratings for the June 1-7 period, released last week. The list:

	PROGRAM	NO. OF CITIES	% TV HOMES
1.	Dragnet (NBC)	93	40.3
2.	I Love Lucy (CBS)	118	39.1
3.	Groucho Marx (NBC)	115	38.0
4.	Show of Shows (NBC)	66	34.3
5.	Jackie Gleason (CBS)	86	32.5
6.	Bob Hope (NBC)	73	31.7
7.	Toast of The Town (CBS)	109	31.6
8.	Studio One (CBS)	74	28.7
9.	Tv Playhouse (NBC)	91	28.5
	Red Buttons (CBS)	117	28.5
10.	Summer Comedy Hour (NBC)	97	28.4

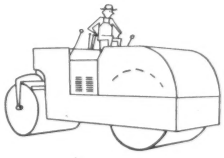
	PROGRAM	NO. OF CITIES	NO. TV HOMES (000)
1.	I Love Lucy (CBS)	118	12,034
2.	Dragnet (NBC)	93	11,862
3.	Groucho Marx (NBC)	115	11,256
4.	Toast of the Town (CBS)	109	9,306
5.	Jackie Gleason (CBS)	86	9,166
6.	Show of Shows (NBC)	66	8,945
7.	Red Buttons (CBS)	117	8,531
8.	Your Hit Parade (NBC)	115	8,495
9.	Summer Comedy Hour (NBC)	97	8,370
10.	Bob Hope (NBC)	73	8,227

Bonus from Mt. Washington TV

$2,625 VENDÔME BY CONCORD

Use America's only "3-state one-station TV network" and save — in just 11 weeks of a half-hour weekly program — the cost of a $2,625 Vendôme by Concord Watch.

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.



ROLLS OVER 3 STATES

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.

REACHES NEW PROSPECTS

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes: 219,461 as of April 30 — RETMA.

CBS-ABC

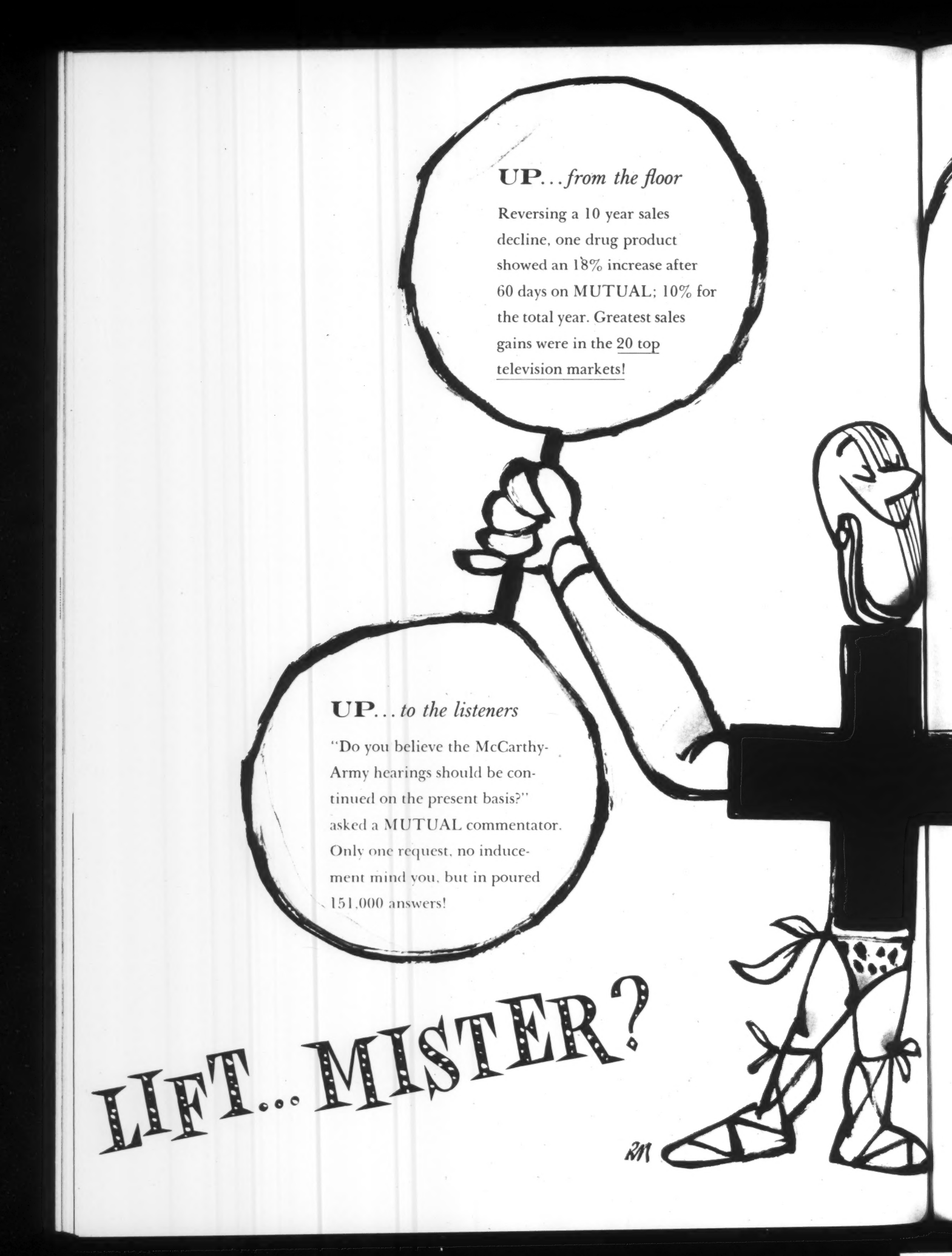
Mt. Washington TV

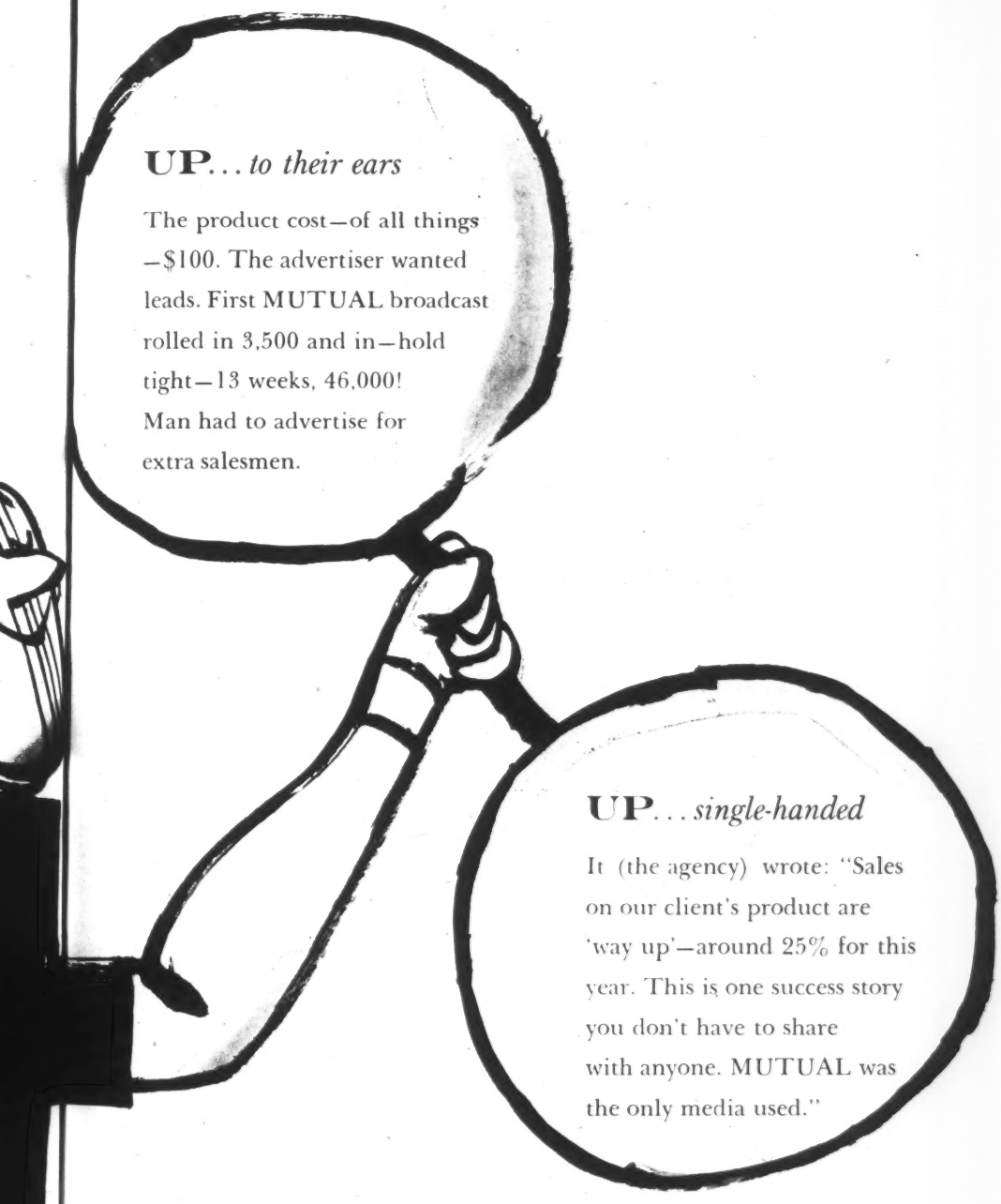
WMTW

Channel 8

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, Inc.


UP... from the floor
Reversing a 10 year sales decline, one drug product showed an 18% increase after 60 days on MUTUAL; 10% for the total year. Greatest sales gains were in the 20 top television markets!
UP... to the listeners
"Do you believe the McCarthy-Army hearings should be continued on the present basis?" asked a MUTUAL commentator. Only one request, no inducement mind you, but in poured 151,000 answers!
LIFT... MISTER?



UP... *to their ears*

The product cost—of all things —$100. The advertiser wanted leads. First MUTUAL broadcast rolled in 3,500 and in—hold tight—13 weeks, 46,000! Man had to advertise for extra salesmen.

UP... *single-handed*

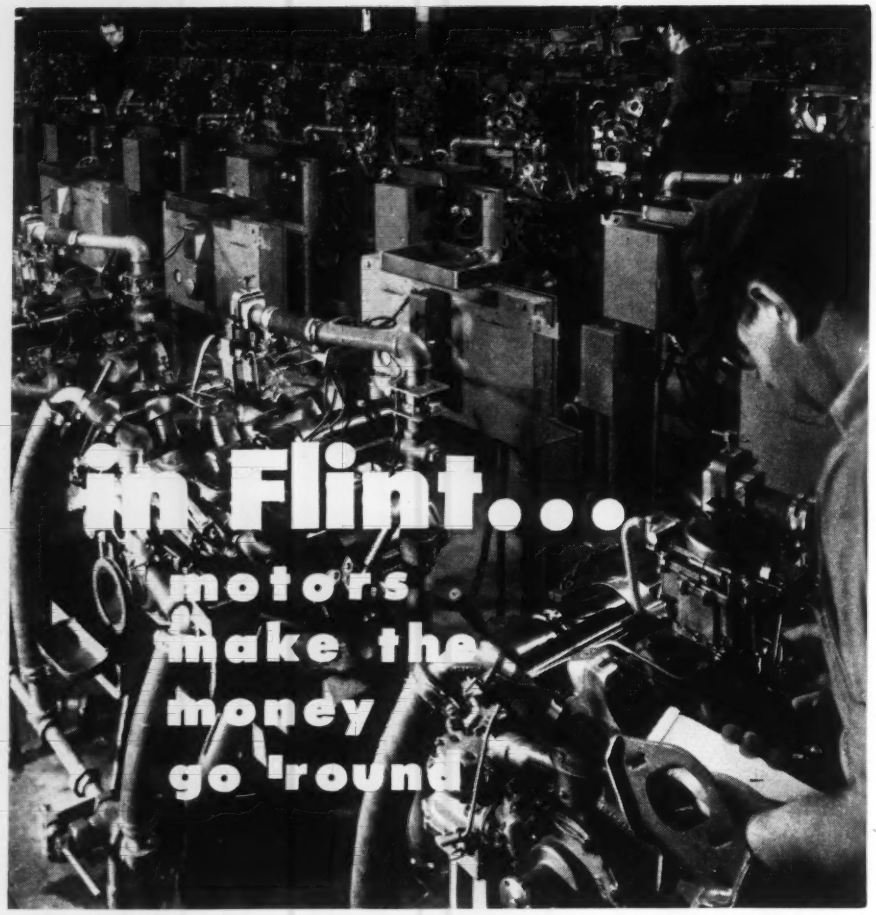
It (the agency) wrote: "Sales on our client's product are 'way up'—around 25% for this year. This is one success story you don't have to share with anyone. MUTUAL was the only media used."

Sure we've an audience lift (even listening at night is up on Mutual over last year in the latest Nielsen report—M-F 7:30-10 pm.) Sure we've a billing gain (the only network to have one in fact—Jan.-April '54 over Jan.-April '53). Sure we lift our voice in 328 markets other nets and other media miss. *That's* the great strength of Mister Plus. But the lift that counts, we think, is the lift Mister Plus gives clients' sales.

Want a lift, Mister?

Mutual Broadcasting System

A Service of General Teleradio for All-America... PLUS



Motors (and the cars they go in) are making money for everyone in Flint . . . largest General Motors plant city in the world. This home of Buick, Fisher Body, and AC Spark Plug, along with three of Chevrolet's largest plants and a new Ternstedt factory, is setting records day in . . . day out.

That's why the wages of the average Flint factory worker will purchase more today than in any comparable period in history! First quarter weekly earnings averaged $94.98, exceeding record 1951 earnings by a whopping 21%* More important . . . earnings jumped way out in front of living costs. Actual purchasing power of a Flint factory worker's pay is 14% higher today than it was in 1951*.

Tell your sales story in this big (293,400) market . . . where the pay days are even bigger. Katz will tell you the important part WFDF plays in Flint, where annual retail sales are 62% above the national average.†

To sell Flint . . . buy Flint . . . and that means WFDF!

* Flint C of C figures, 1954
† SRDS Consumer Markets, 1954

WFDF FLINT • MICHIGAN

OUR 32nd YEAR OF SERVICE TO FLINT

NBC affiliate • represented by the KATZ agency

Associated with: WFBM & WFBM-TV Indianapolis—WEOA Evansville
WOOD & WOOD-TV Grand Rapids

NAFBRAT ASSAILS FILM UNSUITED FOR CHILDREN

Fourth annual report of association claims such tv offerings have quadrupled since 1951.

UNSUITABLE tv film programs for children have multiplied four times over 1951, the National Assn. for Better Radio and Tv charged in its fourth annual report on children's radio-tv programming, issued last week.

Choosing one May week as a survey period, NAFBRAT found seven Los Angeles tv stations showed approximately 20 different "crime" series, while in 1951 only five such series were on the air.

Also considered was the programming of eight Los Angeles radio stations.

Survey covered programs (1) specifically designated as "children's" by the sponsor, (2) in which advertising is specifically aimed at or has particular appeal to children, (3) in which story-line material traditionally is considered suitable for children, i.e. comic-strip characters, (4) puppet programs and (5) those in which children participate. No program after 9 p.m. was considered, though it might fit some categories.

Bulk of "crime" category programs consisted of westerns, which presented "large amounts of crime and brutality, and also a sordid distortion of historical development of the Old West," the NAFBRAT report charges.

Cites Examples

Typical revue of programs listed as "most objectionable" include that of CBS Radio *Gunsmoke* ("Story of violence that moved west with young America, adult story of extreme violence, out of place in the 'Children's Hour.'") and syndicated tv film *Ramar of the Jungle* series ("A wild and distorted mix-up of jungle sequences poorly integrated into a bizarre story involving crime, deliberately frightening incidents and assorted torture.").

Programs rated "excellent" by the NAFBRAT selection committee totaled 21, the civic group pointed out. Cost of a single "objectionable" tv film segment exceeds the entire total cost of 21 "excellent" rated programs, the NAFBRAT report stated, and blamed poor ratings of such "excellent" programs on what the group termed a "fantastic 20-to-1 production cost ratio."

Standards used by the NAFBRAT committee to evaluate programs were developed from those recommended by U. S. Office of Education and from a booklet by Paul Witty and Harry Bricker, published by Science Research Assn.

Tv Viewers Increase

EVENING tv programs are reaching about 1.25 million more homes on the average than they were a year ago, A. C. Nielsen Co. reports. For the two-week period, May 9-22, the average tv evening show reached 5,398,000 homes, 18.3% of all tv homes in the U. S., compared to 4,140,000 homes, 17.8%, for the same two weeks of 1953. Morning tv viewing shows the same upward trend, with 9.1% of tv homes tuned in during 7 a.m. to noon in April, against 8.7% for April 1953, apparently reflecting increased morning programming.

The Red River Valley's rich black top soil is 16″ deep!

HERE'S a story you ought to know about the Red River Valley—a story that explains why people here are among the Nation's top buyers!

Don't take our word for it. Here's what the Encyclopedia Britannica says:

"This valley (the Red River Valley) was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States."

But the Britannica fails to add that grain accounts for only 30% of the Valley's farm income — and that hogs, lambs, dairy products, beef cattle and other crops account for the other 70%.

Fargo is on the banks of the Red River, the center of the old Valley. Our deep, deep top-soil makes deep, deep pocketbooks. The twenty-six counties in the Fargo Trading Area have a population of 483,700 people. The average per-family sales of these people is $4164, annually, as against $3584 for the rest of the nation.

The average farm in this area produces a gross income of $9518 as compared with the average national farm income of $6687.

You avaricious advertisers grasped the situation a long time ago, and started pouring money into Red River Valley media. And you poured it *right!*

HERE'S a story you ought to know about how and why you advertisers choose WDAY almost unanimously (and now WDAY-TV, too)!

From its very first day, in 1928, WDAY set out to run the goldernedest radio station in America.

Out in the farms and hamlets where the Pierce-Arrows, Cadillacs and Studebakers often got mired down in the winter barnyards, people began at once to listen to WDAY.

Also in the prosperous towns. Also in roaring Fargo itself.

Years later, other stations, and all the networks, came into the area — but WDAY was miles and miles ahead *and still is.* Year in and year out, WDAY racks up some of the most amazing mail-order stories you ever heard of! . . Fan mail pours into WDAY at the rate of 400 letters a day, including Sundays and holidays! . . More than 10,000 families have taken *paid* subscriptions to "Mike Notes", WDAY's monthly newspaper.

Let your Free & Peters Colonels give you the whole WDAY story. It's *really* something!

WDAY

FARGO, N. D.

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

CBS Radio Vote Poll

A TEAM of CBS Radio newsmen has left New York to conduct a coast-to-coast political survey in states considered most crucial in the battle for control of Congress in November. Newsman Edward P. Morgan, Special Events Director Robert Skedgell and reporter Blaine Littell will conduct a ten-week cross-country pre-election survey in Ohio, Indiana, Illinois, Texas, Arkansas, Missouri, Kentucky, Tennessee, Idaho, Oregon, California, Massachusetts, New York, New Jersey, Pennsylvania and Delaware. Their findings will be broadcast on *The World Today* (CBS Radio, 5:30-5:55 p.m. EDT), starting Sept. 12, and before final programs, reporters will be sent back into these areas for last-minute developments in the political picture.

'People Are Funny' Tops Nielsen Radio Ratings

THE National Nielsen Rating of the top 10 radio programs in the evening, once-a-week category scores *People Are Funny* in first place followed by the *Jack Benny Show*, based on a June 6-12 survey. The ratings in five categories:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for All Programs)	(1,120)
1	People Are Funny (CBS)	2,566
2	Jack Benny Show (CBS)	2,519
3	You Bet Your Life (NBC)	2,239
4	Our Miss Brooks (CBS)	2,146
5	Hallmark Radio Hall of Fame (CBS)	2,099
6	Mr. and Mrs. North (CBS)	2,052
7	My Little Margie (CBS)	1,959
8	Dragnet (NBC)	1,912
9	Lux Radio Theatre (CBS)	1,866
10	Arthur Godfrey's Scouts (CBS)	1,726
EVENING, MULTI-WEEKLY		
	(Average for All Programs)	(793)
1	One Man's Family (NBC)	1,446
2	News of the World (NBC)	1,446
3	Dinah Shore (NBC)	1,213
WEEKDAY (Average for All Programs)		(1,493)
1	Stella Dallas (NBC)	2,332
2	Backstage Wife (NBC)	2,332
3	Romance of Helen Trent (American Home) (CBS)	2,286
4	Romance of Helen Trent (Participating) (CBS)	2,239
5	Young Widder Brown (Toni) (NBC)	2,192
6	Young Widder Brown (Sterling) (NBC)	2,192
7	Wendy Warren and the News (CBS)	2,099
8	Guiding Light (CBS)	2,099
9	Right to Happiness (NBC)	2,099
10	Aunt Jenny (CBS)	2,099
DAY, SUNDAY (Average for All Programs)		(653)
1	Shadow, The (MBS)	1,493
2	Cecil Brown Commentary (MBS)	1,259
DAY, SATURDAY (Average for All Programs)		(886)
1	Stars Over Hollywood (CBS)	1,773
2	City Hospital (CBS)	1,726
3	Space Patrol (ABC)	1,679

Copyright 1954 by A. C. Nielsen

Tv Retail Set Sales Show Increase Over 1953 Period

TELEVISION set sales to consumers in the first five months of 1954 totaled 2,453,875 units, an increase over the 2,344,811 sold in the same period last year, according to Radio-Electronics-Television Mfrs. Assn.

Radio retail sales totaled 386,152 sets (auto receivers not included in retail data) in May compared to 427,911 in April and 716,407 in May of last year. Five-month radio sales totaled 1,873,399 sets compared to 2,568,000 in the comparable 1953 period.

May retail sales of tv sets totaled 308,728 units compared to 371,720 in April and 244,191 in May 1953.

ABC SOLD ON MUSIC-NEWS FORMULA AS MEANS OF STRENGTHENING RADIO

Optimism of Vice President Weitman is supported by over $5 million in time sales and program charges for packaged shows which the network signed in a single July week.

ABC is wholeheartedly in back of the music and news formula inaugurated earlier this year and is going to give it every opportunity to prove itself, Robert M. Weitman, vice president in charge of programming and talent, declared in an interview with B•T.

"We know that millions of people are buying new radios every year," he said, "consoles, table sets, portables and auto radios, and they're not buying them just to look at. Our job is to give them something to listen to—something they want to listen to—and we think music and news is it. It's too early to start cheering now, but we're going to give the plan a hell of a whirl and we think it's going to pay off."

Solid support for Mr. Weitman's optimism was provided by the network's sales department, which signed up more than $5 million worth of business for ABC Radio in a single July week. A sizeable part of this sum is attributable to the network's news activities. The weekend package of 22 five-minute newscasts over Saturday and Sunday, begun as a summer-only feature, is now sold for a solid year, John Vandercook and Bill Stern have received 52-week renewals of their five-a-week 15-minute programs of general and sports news.

It's Commercial

Charles T. Ayres, vice president in charge of the ABC Radio network, commented: "We believe our music and news concept will attract listeners to radio and therefore will be commercial. It has not been on long enough to get circulation value; however, as soon as the ratings are established we have high hopes of selling this programming.

"To show the value of news broadcasting, ABC's weekend news package will be sponsored commercially for a solid 52 weeks by Admiral Corp., the Texas Co., Musterole, and others" (see story page 52).

"Network radio was sort of neglected when tv came along," Mr. Weitman said. "Everybody was too busy trying to get this new glamour girl started on her career to spend any time on familiar, faithful radio. Now tv is established, no question about that. But there are many times and places when you can't look at tv, or just don't want to. You can't take tv to the beach with you, nor to bed. Tv is not available when you're shaving, or when you're out in the yard, relaxing in the shade of a tree. But radio is available and radio is being listened to.

"People want music; they want news, and where can they get either as easily or as well as by radio? What we're trying to do is to give them both at their best on ABC."

When ABC started Martin Block on the radio network at the first of the year, its hardest job was to sell its affiliates, Mr. Weitman reported. Each station had its own disc jockey show or shows and had no desire to acquire competition from its network in this field. "Gradually, the stations have learned that Block's showmanship, his salesmanship, his ability to get top recording stars as live guests on his broadcasts, which their local dee-jays can't, make his the kind of program they need. Rating increases for stations which carried the program early in the year proved our point and now 90% of our affiliates are taking some segments of his show."

In the evenings, Mr. Weitman noted, ABC has *Sammy Kaye's Serenade Room*, with another Sammy Kaye show on Sunday afternoons. The network also has Jack Gregson, "A new personality of the type which we think will catch on," backed up by the Bobby Hackett band, for an early evening hour through the week. On Sunday evening *Jimmy Nelson's Highway Frolics* offers musical contrast to the network's heavy news schedule with which it intermingles.

Our emphasis on music helped us get the *Voice of Firestone* after it left NBC and we've already received many letters of appreciation from radio listeners about it," Mr. Weitman said. Preceding the Firestone program, he pointed out, ABC is now broadcasting *American Music Hall*, formerly heard Sundays, and *Music by Camarata* follows *Voice of Firestone* to make up a 70-minute musical block, preceded and followed by newscasts in the ABC music-and-news formula.

"Like our muscial programs, our newscasts are successful because they are planned, not just turned on," Mr. Weitman said.

In both types of programming, he declared that the network's aim is to provide professional programming. We've got old talent, tried and true, and new talent that we think has the stuff to make the grade if we give them the chance, all of them really professional personalities. We're giving them professional presentation; that's important, too."

New and renewal business signed by ABC

FRED WAGENVOORD, general manager of WGTH-TV Hartford, Conn., signs ABC-TV affiliation contract in presence of William A. Wylie (seated, l), manager of network's station relations department; Ernest Lee Jahncke (standing, l), ABC vice president and assistant to the president, and Malcolm Laing, regional manager of ABC's station relations department. WGTH-TV is now on test pattern (see story page 56).

* Gelausedup English

Die girls ben waven
Mit intent
At der brand-new
Vice-president.
Der big accounts
He tight ge-nails
Und doubles mit TV
Der sales.

You too so full of joy
Can be
Use
NHC-AM-TV

WNHC AM FM TV
NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

VHF
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

ABC News Series Sold on Novel Split Sponsorship

NOVEL plan, whereby four clients of Erwin, Wasey & Co., New York, will share 52-week sponsorship of a single radio program series—ABC's weekend news package of 11 five-minute newscasts on Saturday and the same number on Sunday—has been worked out by both the agency and the network.

As explained to B•T by Michael Levin, director of radio and tv creative production for Erwin, Wasey, the basic idea is to enable a number of clients to secure the proper broadcast promotion each needs at the time each needs it.

"There are a number of advertisers, both in radio and in television, with smaller budgets than can support the good time and continuity they need," he said. "In such cases, we believe it's up to the agency to get on the ball and come up with a way to clear the special and often unorthodox chunks of time that the individual needs of the clients call for."

The way this plan works out for the ABC weekend news package, Mr. Levin explained, is that Admiral Corp., first sponsor announced for the series, used the program for four weekends in June, then withdrew to make way for a summer campaign for Texas Co. Admiral will resume sponsorship in the early fall; Musterole Co. will take over later in the season; Admiral will return for a pre-Christmas campaign. Come January and Musterole again will be the sponsor, remaining on for the duration of the cold season, and in the spring sponsorship will switch to Zonite Corp. for Larvex.

"That way, everybody's happy," Mr. Levin stated. "We get for our clients the kind of radio support they need and ABC gets what started out as a summer-only program sold firm for 52 weeks."

Radio since July 4th totaling $5,153,000, includes:

Firm contract for 52-week sponsorship of ABC Radio weekend news package by a group of Erwin, Wasey & Co. clients (see story above).

Charles Antell products (Formula 9 & shampoo, hair spray, Touch-Up-Stik) on Sept. 13 starts using three one-minute announcements a week on the Martin Block program in the 3:30-3:45 p.m. segment, Monday, Wednesday, Friday. The following day the same company begins a series of talks by Charles Antell for the same products, Tuesday and Thursday, 2:15-2:30 p.m., and a second series at 5-5:15 p.m. the same days. Agency is Television Advertising Assoc., Baltimore.

Rockwood & Co. (candy), sponsoring Wednesday and Friday, 9-9:15 a.m. segments of *Breakfast Club* for 26 weeks, starting Oct. 6, through Paris & Peart, New York.

Cat's Paw Rubber Co. (rubber heels, soles), sponsoring *Modern Romances*, Monday, 11-11:15 a.m., starting July 26 for 52 weeks, through S. A. Lwvyne Co., Baltimore.

A food advertiser, sponsoring *Modern Romances* Tuesday-Friday, 11-11:15 a.m., for 52 weeks, starting Aug. 31, through McCann-Erickson, New York.

Seeman Brothers (Air-Wick, Nylast), sponsoring *Whispering Streets*, Tuesday and Thursday, 10:25-10:45 a.m., for 52 weeks, starting Sept. 14, through William H. Weintraub, New York.

Anheuser-Busch (beer) has renewed Bill Stern's *Sports Today* program, Monday-Friday, 6:30-6:45 p.m., for 52 weeks, effective Sept. 13, through D'Arcy Adv., St. Louis.

CIO has renewed John Vandercook's newscasts, Monday-Friday, 7-7:15 p.m., for another year, effective Sept. 6, through Henry J. Kaufman & Assoc., Washington.

Radio Bible Class has renewed its half-hour Sunday morning religious talks (8-8:30 a.m.) for 52 weeks, through John M. Camp & Co., Wheaton, Ill.

Program charges for four of the programs which are packaged by ABC—*Breakfast Club, Modern Romances, Weekend News* and *Whispering Streets*—account for $328,000 of the new business figure. Time sales of $4,825,000 make up the rest of the $5,153,000 total.

KWK-TV Connected

KWK-TV St. Louis has been connected to the AT&T nationwide network of tv transmission facilities, the 302d tv station to be equipped to receive live network programs.

NBC-TV Sells Out 'Spectacular' Series

NBC-TV's three series of color "spectaculars" are "completely sold out," it was announced last week by George H. Frey, NBC-TV vice president in charge of sales, who disclosed that the sponsors every fourth Sunday (7:30-9 p.m. EDT) beginning Sept. 12, are Hazel Bishop Inc., the Sunbeam Corp. and the Reynolds Metals Co.

Hazel Bishop, through the Raymond Spector Co., and the Sunbeam Corp., through Perrin-Paus Co., each will sponsor 45 minutes of each of the 10 programs, while Reynolds Metals Co., through Buchanan & Co., New York, and the Clinton E. Frank Agency, Chicago, will sponsor three complete programs. The Sunday night "spectaculars" will be produced by Max Liebman. Betty Hutton has been signed to make her tv debut on the initial show Sept. 12, and plans are underway to present other Broadway, Hollywood and television personalities on each of the succeeding shows.

NBC-TV also will present a series of 13 color "spectaculars" on Saturday night, which also will be produced by Mr. Liebman under the sponsorship of the Oldsmobile Division of General Motors Corp., and still another series on Monday nights, produced by Leland Hayward and sponsored by Ford Motor Co. and RCA.

WTHI-TV Signs With DTN

SIGNING by WTHI-TV Terre Haute, Ind., of an affiliation contract with the DuMont Television Network was announced last week by Elmore B. Lyford, DuMont's director of station relations. Ch 10 WTHI-TV is scheduled to go on the air tomorrow (Tuesday), and is owned and operated by the Wabash Valley Broadcasting Co.

WIKK Erie Joins NBC

AFFILIATION of WIKK Erie, Pa., with NBC Radio, effective Aug. 1, was announced last week by Harry Bannister, NBC vice president in charge of station relations. WIKK, owned by Community Service Broadcasting Co., is on 1330 kc with 5 kw fulltime. Ben McLaughlin is general manager.

NBC-TV Color Plans Announced by Weaver

Aim of network is to provide 12 to 15 hours of live color each week beginning this fall.

EXPANSION of studio facilities in New York and Hollywood will enable NBC-TV, by this fall, to produce 12 to 15 hours of live color programs weekly and to schedule more than 500 hours of color programming throughout the season, it was announced today (Monday) by Sylvester L. Weaver Jr., president of NBC.

Mr. Weaver reported that in New York, the Brooklyn studios acquired from Warner Bros. will be fully equipped for color by September and in Hollywood, a new color studio is being built and equipped at a cost of $3,600,000, for use by Jan. 1, 1955. It was claimed that NBC will have color broadcast facilities surpassing by "at least 300%" those of any other network.

NBC-TV already has scheduled 33 color "spectaculars," which will provide 49½ hours of programming. Additionally, it is planned to produce other live commercial programs in color, either on a regular or intermittent basis, and to present outdoor color film programs produced by the NBC color mobile unit.

The network's color plans for the fall were described by Mr. Weaver as "a major part of the network's master blueprint for the quick development of commercial color television." He summarized NBC-TV's achievements in color broadcasting as follows:

"NBC color programs are being broadcast over 31 affiliated stations, and by October, 64 stations will be transmitting in color, making colorcasts available in areas comprising 78% of the nation's television homes; by September, NBC will have expended $15 million in research funds earmarked for making a commercial broadcast reality of the compatible color system pioneered and developed by NBC's parent company, RCA. (This figure is in addition to the $25 million already spent by RCA in the development of the system, on which present all-industry FCC standards are based); NBC has held commercial clinics in which more than 35 agencies participated and at which more than 200 products were handled in the building of test commercials in color; NBC presented more than 80 color programs during the first six-month period [after FCC approval]."

CBS Inc. Appoints Gould As Information Adviser

JACK GOULD, radio-tv editor of the *New York Times*, has been named information adviser of CBS Inc., Dr. Frank Stanton, CBS president, announced last week.

MR. GOULD

To take the position, Mr. Gould resigned the *Times* radio-television editorship. He currently is on vacation and will join CBS Aug. 2.

Mr. Gould, widely-read columnist, has been with the *Times* for some 18 years and has been radio-tv editor for approximately the last 10. His successor, it was understood, has not been selected.

a spot in the family circle

To the most important member of the household council—the homemaker—WCCO-TV is a trusted advisor. In her important decisions on shopping, buying home appliances and services, even in family relations, the Northwest homemaker has a habit of turning to that other member of the family . . . WCCO-TV. What they see on Channel Four, they *believe*.

Take, for example: "AROUND THE TOWN" with Arle Haeberle, 3-3:30 p.m. weekdays. Top women's show in Northwest TV: June Pulse shows 70% more viewers than nearest competition in three-channel market. Participation, live or film. Ask Free & Peters for availabilities.

WCCO-TV

The other member of the family
Minneapolis-St. Paul

CBS

NETWORK PEOPLE

Richard Schlegel, operations manager, WCAU-TV Philadelphia, named production consultant in station administration, CBS-TV, New York.

William White Parish, supervisor of NBC story div., named supervisor of public service programs, effective today (Monday).

Anne Nelson, associate director of business affairs, network programs, CBS Radio Hollywood, named director. **Sherman J. McQueen,** commercial program supervisor, Don Lee Broadcasting System, Hollywood, to CBS Radio as assistant director of business affairs.

Earl Ebi, director, CBS Radio *Lux Radio Theatre,* switches to NBC-TV *Lux Video Theatre,* rotating with directors **Buzz Kulik** and **Richard Goode. Sandy Barnett,** writer on CBS Radio *Lux Radio Theatre,* and **Richard McDonagh,** tv writer, named the writing team for NBC-TV *Lux Video Theatre.* **Ken Carpenter,** who has been handling commercials on both Lux programs, re-signed to fill the same capacity when they move to NBC-AM-TV this fall.

Kenneth B. Craig, director of business affairs, CBS Radio Hollywood, resigns to return to tv production. Plans will be announced soon.

Robert Hardin, director of publicity, ABC Radio Hollywood, resigned July 2.

Irwin Lewis, assistant program manager, WINS New York, to ABC as advertising copy writer in ABC-TV advertising dept.

Stafford Clark, publicity-promotion dept., KABC-TV Hollywood, to publicity staff, CBS-TV, same city.

WOC-TV

TELEVISION IS UNITED SUPER MARKETS "OYSTER"

2,200 Pints of Oysters, in Fact

February 10, 1954, United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how *responsive* these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 400 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, *United sold 2,200 pints of oysters*—a complete sell out. In addition, *United sold 4,800 chicken pot pies*—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

"Musical Moods" continues to produce success stories for United Super Markets . . . so successful that this big independent grocery chain has purchased an additional ½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in 1½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
100,000 Watts-Video
Channel 6
NBC Basic

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

WITTING SAYS WBC WON'T USE 45 RPM

Westinghouse Broadcasting's stations don't want to be associated with 45 rpm records because of their technical shortcomings, the WBC president advises record firms.

THE 45 RPM phonograph record is unacceptable for broadcast use, according to Chris J. Witting, Westinghouse Broadcasting Co. president. Mr. Witting has notified all record companies that their decision to supply only 45 rpm records to broadcast stations [B•T, June 14] is unacceptable to the Westinghouse group.

Joining other stations in protesting against the joint action by leading record firms, Mr. Witting pointed out that the companies acted without consulting broadcasters.

He wrote, "We are advising all record companies that their plan to supply only 45 rpm records to broadcasting stations is unacceptable to the Westinghouse group of stations." Listed were KDKA Pittsburgh; KEX Portland, Ore.; KYW and WPTZ (TV) Philadelphia; WBZ-WBZA Boston-Springfield and WBZ-TV Boston; WOWO Fort Wayne, Ind.

"The stations are notifying your distributor in their area of this decision," Mr. Witting continued. "We were surprised at the action of the record companies in announcing this plan without prior consultation with the broadcasting industry to which they owe so much.

No Backward Steps

"The Westinghouse stations, since the founding of the broadcasting industry at KDKA in 1920, have always prided themselves on producing the finest technical productions known to the industry and have spent large sums of money developing new and improved services. We are not, at this time, interested in taking a backward step which we are sure will result in the necessity of repeated apologies to our listening audience for what will be obvious failures of technical equipment."

Going into technical details of the 45 rpm record, Mr. Witting said that while it may have advantages in home use, "it has so many disadvantages as to make it impractical to use in a well-run radio station. They are difficult to pick up and handle with ease, speed or efficiency, all of which are necessary for a smoothly-produced program. They are extremely difficult to cue up and, after this difficulty is overcome, repeated use results in damage to the opening grooves and consequent distortion of the music. The microgroove frequently results in the needle skipping in the event of any unusual motion or vibration near the machine. Our experience shows that these difficulties inherent in the 45 rpms make them unacceptable for broadcasting use."

Mr. Witting wrote that broadcast of technically deficient programs "will reflect adversely on the popularity and acceptance of our stations. Furthermore, we believe that it will adversely affect the sale of these records to the public since obviously no one is enthusiastic about purchasing a record which they have just heard improperly played."

In requesting companies to supply 78 rpm records exclusively, Mr. Witting said that in addition to saving unwarranted expense for modification or replacement of equipment, such a policy would be in the interest of the listening public and stations as well as to the record industry itself.

The bigger the better

When you're spreading spot radio for national coverage, you're smart to use the biggest units you can get. You want stations like WJR—which gives you the best possible radio coverage of a market of 15 million people, some 10% of the nation's buying power. That kind of mass means real economy. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

Robertson Sells Out at KEPO

MILLER C. ROBERTSON last week announced the sale of his 25% interest in KEPO El Paso, Tex., to his associate, W. B. Pratt, Austin, Tex. Mr. Robertson also resigned as president and general manager of KEPO last Thursday, and was succeeded as station manager by R. C. (Bob) Hughes, sales manager.

Mr. Robertson, who was associated with KMBC Kansas City and KSTP St. Paul-Minneapolis before joining the Texas station, will announce his future plans later, he said.

KEPO which began operating in 1948, radiates 10 kw on 600 kc. It is affiliated with ABC.

KDRO-TV, KGEO-TV BEGIN PROGRAMMING

TWO new tv stations, KDRO-TV Sedalia, Mo., and KGEO-TV Enid, Okla., the first tv outlet for each city, began commercial programming last Thursday, increasing total operating stations to 387.

KDRO-TV (ch. 6) is represented by John E. Pearson Co. KGEO-TV (ch. 5) is affiliated with ABC and also is represented by the Pearson firm.

Educational WCET (TV) Cincinnati (ch. 48) is due to begin regular programming today (Monday) and WTHI-TV Terre Haute, Ind. (ch. 10), is scheduled to go commercial tomorrow.

Reports from other stations:

KXJB-TV Valley City, N. D. (ch. 4), started eight-hour daily test patterns last week and plans to begin regular network and local programming Aug. 1. The station, affiliated with CBS, has auxiliary studios in Fargo. Excellent reception reports have been received from points up to 150 miles away, it was reported.

WGR-TV Buffalo, N. Y. (ch. 2), has set target dates of Aug. 1 for test pattern transmission and Aug. 14 for regular programming. George F. Goodyear, president, announced. The station is affiliated with NBC and represented by Headley-Reed Tv Inc. WGR-TV will be Buffalo's third station and the city's second vhf.

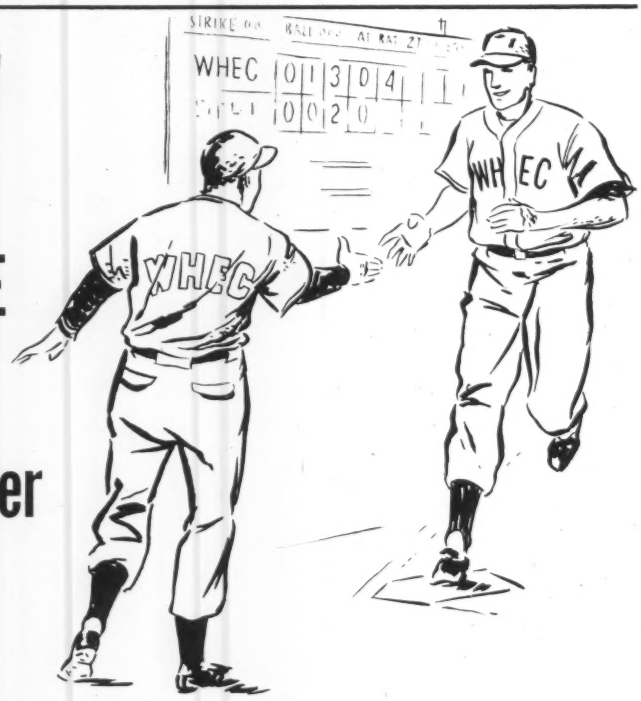
WGTH-TV Hartford, Conn. (ch. 18), the first local tv outlet there, started test patterns last week and expects to begin commercial operation Aug. 15. WGTH-TV will operate with 187 kw power from a 951-foot tower atop Avon Mt., five and a half miles from the center of Hartford. Affiliation is ABC-TV.

Two more stations are expected to begin regular programming by July 31: WBOC-TV Salisbury, Md. (ch. 16), and KETC (TV) St. Louis, Mo. (ch. 9), educational. (For details see TELESTATUS, page 103.)

Wynn Quits WABD (TV) Post

RESIGNATION of Lawrence L. Wynn as sales manager of DuMont's WABD (TV) New York was announced last week by Norman Knight, general manager of the station. A successor has not yet been named. Mr. Wynn became associated with DuMont as a salesman in 1950. He was promoted to his present post in 1952.

KNOW THE SCORE IN Rochester ?



IN ROCHESTER Pulse surveys and rates the 427 weekly quarter-hour periods that WHEC is on the air. Here's the latest score:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	271	136	0	0	0	0
TIES	16	19	2	1	0	0

WHEC carries ALL of the "top ten" daytime shows!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

A SUDDEN windstorm last Monday sent the 435-foot tower of WALA-TV Mobile, Ala., crashing to the ground between two rows of parked cars. Dozens of vehicles were smashed, but no one was hurt, as the structure fell into the parking lot in the rear of the downtown WALA building. Damage is estimated at over $100,000, W. O. Pape, president, said. The station resumed regular operation two days later using a temporary antenna.

Do you know these famous record makers?

Both of these people are famous record makers for Columbia. You'll probably recognize Mindy Carson, but do you know that other famous record maker—tune-spotter Mitch Miller?

"When a hot song comes along," Miller says, "we often cut the master tape out in Hollywood, holding our breath because other companies will try to 'cover' the tune first.

"We rush the master tape to our Eastern factories—always relying on Air Express to get it through *fast!*

"The new disc is on the air and for sale in stores in record-breaking time, thanks to Air Express.

"We turn to Air Express at least three or four times a week to beat out competition.

"And yet, most of our shipments cost less with Air Express than with any other air service."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

WAAM (TV) BEGINS 316 KW OPERATION

WAAM (TV) Baltimore began telecasting last Monday at the maximum 316 kw power, using its new facilities constructed at a cost of more than a half-million dollars, according to the station.

WAAM said its new ch. 13 coverage includes 10,000 square miles or 35 counties in six states and the District of Columbia, and adds about 1.5 million people to its saturation area for a total of about 3 million persons.

The new Television Hill facilities uses more than two miles of electrical wire and more than 20,000 separate parts, and the installation occupies an entire new wing of the WAAM Building, covering an area of more than 2,000 square feet. The old WAAM transmitter, which delivered 50 kw, will be kept for stand-by purposes, the station said.

WAAM (TV) Baltimore executives inspect the station's new half-million-dollar wing and top-power tv transmitter. L to r: Ben Wolfe, engineering director; Norman C. Kal, WAAM Inc. executive vice president; Ben Cohen, WAAM Inc. president, and Ken Carter, WAAM general manager.

Three More Uhf Outlets Give Up the Ghost

(Also see FCC extension for uhf story, page 82)

THREE UHF tv stations suspended operations last week, boosting the total number of tv outlets to leave the air to 28. They are: KBID-TV Fresno, Calif.; WCHA-TV Chambersburg, Pa., and WFTV (TV) Duluth-Superior.

Meanwhile, the deletion last week of ch. 2 KSPR-TV Casper, Wyo., raises the number of post-thaw tv deletions to 89. Of this total, 73 are uhf and 16 vhf.

Expected network affiliations did not materialize, John H. Poole, owner of John Poole Broadcasting Co., said last week in announcing he has suspended until further notice the operation of his ch. 53 station, KBID-TV.

Mr. Poole's announcement, made Thursday, said that "all other stations serving the San Joaquin Valley received programs from one or more networks." KBID-TV is one of three uhf outlets in Fresno.

Mr. Poole, asserting that advertising revenue from local sources will not sustain first class television at present, said that only about half of the area homes are equipped with television. When more homes add tv, he said, it may be possible for KBID-TV to resume telecasting.

Ch. 51 WCHA-TV requested FCC permission to suspend operation for 120 days effective no later than midnight July 18. In notifying the Commission, John S. Booth, vice president of grantee Chambersburg Broadcasting Co., said that "during the suspension period the company will determine the advisability of resuming operations in view of continued losses."

At Duluth-Superior, ch. 38, WFTV (TV) requested Commission permission to suspend operation for a period of three months. In a let-

. . . keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

In Youngstown, Ohio—the 32nd U.S. Market*—it's WKBN-TV...

FIRST ...in network and film programs

FIRST ...in local live programs

in a major TV market!

138,218 TV households — almost a half-million viewers — now receiving Channel 27
(Based on the May 15-21, 1954 ARB)

Of the two Youngstown stations, WKBN-TV **network and film programs** are favorites. WKBN-TV has 4 of the first 5 . . . 8 of the first 10 . . . 12 of the first 15 . . . and 20 of the 28 programs rated 19.0 or better!

WKBN-TV **local live programs** capture the first 9 positions . . . and take 9 of the first 10 ratings!

Program	Station	ARB Rating
1. Polka Party	WKBN-TV	16.3
2. Rucker's Rumpus Room	WKBN-TV	12.4
3. Grizzly Pete	WKBN-TV	10.8
4. Tip Top Clubhouse	WKBN-TV	9.7
5. Local Edition News	WKBN-TV	9.1
6. Rambling Reporter	WKBN-TV	6.7
7. News, 6:30 p.m.	WKBN-TV	6.6
8. This Week at Home	WKBN-TV	6.5
9. Sports-Weather	WKBN-TV	5.6
10. Kitchen Korner	Station B	4.3

(Source: ARB — May 15-21, 1954)

*Source: 1954 SRDS Consumer Markets

Program	Station	ARB Rating
1. I Love Lucy	WKBN-TV	44.3
2. Jackie Gleason	WKBN-TV	36.1
3. Hit Parade	Station B	31.6
4. Godfrey & Friends	WKBN-TV	30.5
5. Red Buttons	WKBN-TV	27.6
6. Dragnet	Station B	27.0
7. Strike It Rich	WKBN-TV	26.5
8. Racket Squad	WKBN-TV	25.9
9. Our Miss Brooks	WKBN-TV	25.6
10. Toast of the Town	WKBN-TV	25.3
11. I've Got A Secret	WKBN-TV	23.8
12. This Is Your Life	Station B	23.8
13. Beat The Clock	WKBN-TV	23.5
14. Four Star Playhouse	WKBN-TV	22.7
15. TV Hour	WKBN-TV	22.5
16. Milton Berle	Station B	22.5
17. Martha Raye	Station B	21.7
18. Meet Millie	WKBN-TV	21.6
19. Comedy Hour	Station B	21.6
20. TV Playhouse	Station B	21.6
21. Two For The Money	WKBN-TV	20.5
22. My Friend Irma	WKBN-TV	20.5
23. Place The Face	WKBN-TV	20.0
24. Studio One	WKBN-TV	19.7
25. Make Room For Daddy	WKBN-TV	19.5
26. Playhouse of Stars	WKBN-TV	19.5
27. Big Story	Station B	19.5
28. Dollar A Second	WKBN-TV	19.0

(Source: ARB — May 15-19, 1954)

Represented Nationally by Paul H. Raymer Co.

CBS • DUMONT • ABC

WKBN-TV Channel 27

YOUNGSTOWN, OHIO

FULLY EQUIPPED FOR NETWORK COLOR-CASTING

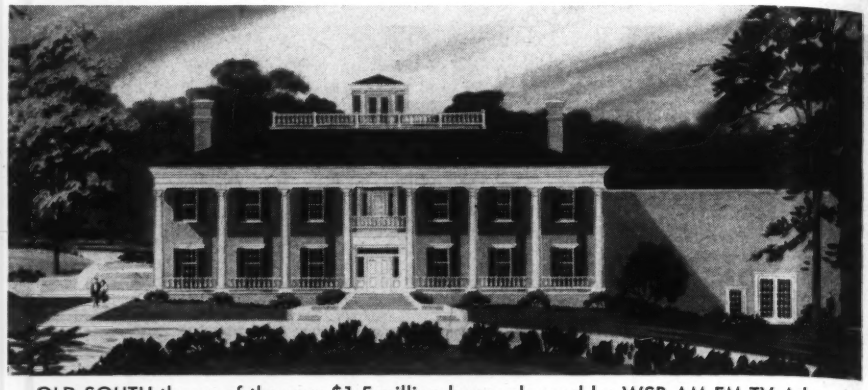
ter to the FCC, Herbert Scheftel, president of grantee Great Plains Television Properties of Minn., noted that "in recent months two vhf stations have gone on the air in this market and WFTV has lost the programs of the two major networks. As a result the station's operating losses have substantially increased."

In requesting deletion of ch. 2 KSPR-TV, owner Donald Lewis Hathaway noted that through a microwave facility the four Denver stations are able to transmit tv signals to the Casper community tv system. "In turn the community system sells at a fee of $7.50 per month plus installation and tax fees to local viewers. Since the community system has no program expense and sells their product and in turn takes a considerable portion of any viewers we might hope to have, and we would have to pay for nearly all our programs, the community system makes very difficult competition inevitable for KSPR-TV."

WDSU-TV Schedules First Color Tv in New Orleans

WDSU-TV New Orleans was scheduled to broadcast two segments of NBC-TV programs in color last Friday, giving that southern port city its first colorcasts, according to Edgar B. Stern Jr., president.

The color segments of NBC-TV's *Today* and *Home* programs were to be telecast to New Orleans viewers in the early morning and mid-morning hours, Mr. Stern said. In order to permit local tv dealers to line up color receivers WDSU-TV planned to telecast a color test pattern from 5 a.m. to 5:50 a.m. Friday morning.



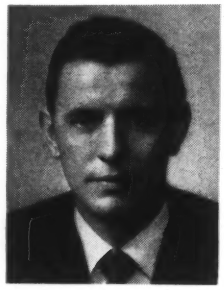
OLD SOUTH theme of the new $1.5 million home planned by WSB-AM-FM-TV Atlanta is shown in this artist's conception. To house latest technical gear, including provisions for local color tv originations, the new structure is expected to be completed by next summer. It will be located on a hill overlooking historic Peachtree St.

Cook Borrows $2.4 Million

COOK Paint and Varnish Co., which received FCC approval in early June for the purchase of KMBC-AM-TV Kansas City for $1.75 million [B•T, June 14], has completed a $2.4 million loan agreement at 3⅜% with Equitable Life Assurance Society, it was reported last week. Proceeds of the 12-year loan will aid in financing purchase of the KMBC properties as well as expansion of the paint firm's retail chain, it was explained. Cook sold WHB Kansas City to Todd Storz and family for $400,000, also approved by FCC.

Tynan to Head F&P Midwest Tv Sales Unit

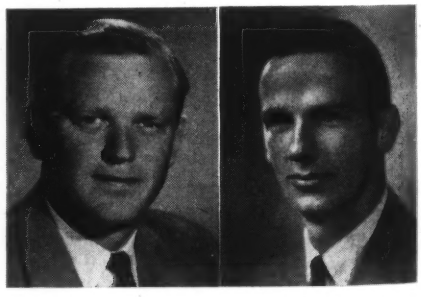
APPOINTMENT of William J. Tynan as midwest tv sales manager and addition of other tv personnel to the Chicago office of Free & Peters, station representatives, were announced last week by Lloyd Griffin, F&P vice president in charge of television. Mr. Tynan has been with the firm for the past six years.



MR. TYNAN

Richard G. Rothlin, television account executive in F&P's San Francisco office, will move to Chicago Aug. 15 in a similar capacity. William G. Pendill, formerly a tv buyer with Leo Burnett Co., joined F&P's Chicago tv staff effective last Thursday as an account executive, following the addition of John B. Sias from Moloney, Regan & Schmitt in a similar capacity June 21.

Samuel L. Eadie, F&P tv account executive in Chicago since last fall, completes the firm's Midwest television group.



MR. ROTHLIN MR. SIAS

WENS (TV) to Resume

WENS (TV) Pittsburgh will resume local programming Sept. 13, Larry Israel, general manager, has announced. The ch. 16 station stopped studio programming for the summer June 14. Mr. Israel said WENS also will carry some NBC-TV shows on a supplemental basis.

Do You Know This Man?

He is Mr. A. H. Turner, general manager, WBOY, Tarpon Springs, Florida. He says—

"We program SESAC Library discs the entire morning from 5:00 A.M. to 11:00 A.M. They do a job, and of that we are certain. Program-wise things are in the best of hands when SESAC recording stars are heard. SESAC also has the finest Sunday afternoon selections we have ever heard."

The SESAC Library is **lowest in cost** for a complete Program Service

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue **New York 17, N. Y.**

a new high in Hi-Fi!

the new PRESTO T-15* turntable

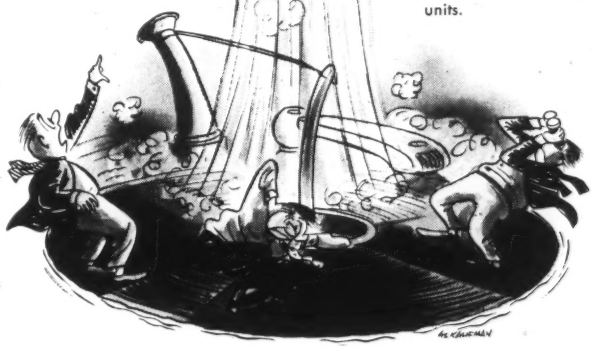
*Successor to the nationally-known, nationally-preferred PRESTO 15-G

HI-FI FANS

The new T-15 replaces your present record changer, giving you a new dimension in record reproduction with rumble-free performance, professional speed, accuracy, lifelong, trouble-free service. Easy to install, easy to operate.

BROADCASTERS, RECORDING STUDIOS

Here is the perfect auxiliary turntable to use in studio or control room for music or sound effects. Professionally designed and constructed with speed accuracy comparable to much higher priced units.



- Single lever control
- Three speeds
- Turntable diameter: 12"
- Speed accuracy: 0.25%
- Noise level: 40 db below program level

One Control Lever Does Everything...

1. Engages or disengages idler wheel

2. Automatically switches motor off or on

3. Selects 3 speeds—33⅓, 45, 78 r.p.m.

PRESTO builds professional equipment—for professionals only! And the new T-15 turntable is an outstanding combination of advanced design and engineering, built with the same precision characteristic of the entire PRESTO line. The rim-driven, constant-speed, heavy-weight T-15 virtually eliminates all turntable woes... gives you years of trouble-free service... and consistently true reproduction.

Designed by PRESTO to meet top engineering specifications, the new PRESTO T-15 is modestly priced at $53.50.

Mail this coupon today!

PRESTO RECORDING CORPORATION, HIGH FIDELITY SALES DIV.
PARAMUS, NEW JERSEY

Please send me illustrative data and specifications on the new, improved Presto T-15 turntable.

NAME_____

ADDRESS_____

CITY_____

ZONE____ STATE_____

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

west virginia's
greatest
advertising medium

wchs

5000 on 580

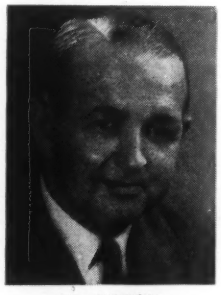
the tierney
company

charleston
west virginia

cbs

Forker Named to Head WGAR Cleveland Sales

ROBERT E. FORKER, for the past 12 years a member of the WGAR Cleveland sales staff, has been appointed sales manager, Carl E. George, general manager, said last week.



MR. FORKER

Mr. Forker succeeds John B. Garfield, whom he has assisted the past four years. Mr. Garfield's future plans were not announced.

The new WGAR sales manager served in various sales capacities with the Cleveland *Plain Dealer, News* and the Brush-Moore Newspapers before joining WGAR.

Tannen to Leave WGAY, Will Head WPGH Pittsburgh

ERNIE TANNEN, vice president and sales manager, WGAY Silver Spring, Md., has resigned to become vice president and general manager of WPGH Pittsburgh, Pa., recently purchased by WGAY owner John Kluge and associates [B•T, July 12].

Mr. Tannen joined WGAY when it began broadcasting Dec. 7, 1946. He served as program director until July 1953 when he was promoted to his present position.

Jeff McLendon Dies

JEFF D. McLENDON, 77, father of Barton R. and grandfather of Gordon B. McLendon, broadcast station owners, died July 8 in Dallas, Tex. The late Mr. McLendon was board chairman of Tri-State Theatre chain at his death, and previously had engaged in a law practice in the Southwest. His son and grandson own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and KTLG (TV) Corpus Christi.

STATION PEOPLE

John I. Hyatt, vice president-general sales manager-director, WTVI (TV) (Belleville, Ill.) St. Louis, is resigning effective Aug. 5. Mr. Hyatt has not announced future plans.

William F. Housner named sales manager, WJNO-TV Palm Beach, Fla. **F. Melville Greene** and **John E. Turner** to WJNO-TV's sales staff. **Esther L. Witt,** traffic manager, WKTV (TV) Utica, N. Y., named WJNO-TV operations manager.

Bob Franklin, promotion manager, KGW Portland, Ore., named program director. **Thomas D. Rishworth,** KGW director of education and public affairs, appointed assistant manager.

Will Erkin, manager, WBRM Marion, N. C., to WIFM Elkin, N. C., in same capacity. **Gene Smith,** sales dept., WJBF Augusta, Ga., to WIFM as assistant manager.

Roberta Britt, director of continuity, WAVE-TV Louisville, appointed sales service manager, WJNO-TV Palm Beach, Fla.

David H. Bogard, account executive, Ruder & Finn Assoc., N. Y., named sales promotion assistant, KCBS San Francisco.

Jim Carr, account executive, WSYR-TV Syracuse, to WLWT (TV) Cincinnati, in same capacity.

William T. Gangle named director of public relations, educational KETC (TV) St. Louis.

James Chrisenat, radio-tv producer, to WMAL Washington, as production director.

Dick Ashby, WMAZ-TV Macon, Ga., personality, named production director.

Gordon B. Greb named director of news and public affairs, KSJO San Jose, Calif.

Carol H. Cline named director of public affairs, WLWD (TV) Dayton. **Bill Baily** named program manager.

John C. Roesel appointed director of client service, WLWA (TV) Atlanta.

Richard A. Leader, account executive, KGIL San Fernando, Calif., to KCOP (TV) Hollywood, in same capacity.

Richard H. Gehring, Ohio State U. graduate, appointed sales representative, WTVN (TV) Columbus, Ohio.

Patt McDonald appointed general manager, CKNW New Westminster, B. C., and **Bill Hughes** named station manager.

Robert Richer, assistant to program manager, WABC New York, appointed assistant manager, continuity acceptance dept. **Alan Prowd Sloan** promoted to assistant to program director, WABC New York.

Doug Stewart, NBC Hollywood page staff, named assistant film manager, KNBH (TV) Hollywood, succeeding **Leonard Goldberg,** promoted to floor manager.

Mary Carter Stone, formerly managing editor, Danville (Va.) *Commercial Appeal,* named to assist new editor, WDVA that city.

Albert J. Eicholzer appointed chief engineer, WSYR-AM-TV Syracuse.

Jack Nordine, WNAE-WRRN (FM) Warren, Pa., named chief engineer, WADP Kane, Pa. **Lois** and **Bob Johnson,** WFRM Coudersport, Pa., to WADP as traffic and station manager, respectively. **Paul Mitzen** and **John Copelli** to WADP news and announcing staff.

Edward B. Bench Jr. named chief engineer, KSTM-TV St. Louis.

Joseph Crouse, WHAS-AM-TV Louisville, Ky., named day news editor.

George Doetsch, formerly with WNAV Annapolis, to sales staff, WBAL Baltimore.

Kenneth E. Patmore, advertising sales representative, Curtis Pub. Co. Cleveland office to sales staff, WGAR same city.

Stanley Matas, salesman, WAIT Chicago, to WBKB (TV), same city, in similar capacity.

Norman Wain, disc m.c., to WDOK Cleveland for twice-daily music and interview show.

Howard Miller, freelance disc m.c., signed by WBBM-TV Chicago to conduct *Howard Miller Show* Fridays, 11 p.m.-1 a.m. CST, starting Aug. 27.

Elaine Winfield, formerly with sales promotion div., SoundScriber Corp., to advertising, promotion and publicity dept., WNHC-TV New Haven.

Jose I. A. Gallegos named to sales staff, KABQ Albuquerque. Mr. Gallegos will specialize in Spanish language sales.

HOW WOULD U DESCRIBE THIS TELEVISION MARKET?

Mr. Time Buyer:

How would you describe this unduplicated television market?

We'll pay $100.00 for the best description that explains the extraordinary merchandising potential of KHOL-TV.

Why is it difficult to describe this market? Well, it's like this: Our C.P. was granted to Kearney, Nebraska; however, the station is owned and operated by the Bi-States Company of Holdrege, Nebraska.

Our problem would be simple if our location was pin-pointed in only two places, but it goes much further. We're located 2½ miles from Axtell, Nebraska.

The KHOL-TV primary signal provides exclusive coverage over every town in the United States that has any claim to being the geographic center of the nation.

The largest town covered by the station has less than 25,000 population. We are one of the few television stations in the country that has no major metropolitan market; we cover a rural viewing audience that has money and is ready to buy.

So we ask your help—how would you describe this unduplicated television market? Your answer could be worth $100.00 in cash.

DUANE L. WATTS *Station Manager*

RULES OF THE CONTEST

1. Contest is limited to entries from agency time buyers.
2. The prize of $100.00 will be awarded to the entry that best describes the potential of the station with a slogan or description of ten words or less.
3. Entries will be judged for neatness, aptness of thought, and originality; decision of judges is final.
4. There is no limit on the number of entries each person may submit; however, each entry must be on a separate sheet of paper.
5. Each entry must indicate the following: entrant's name, agency affiliation and position, agency address, and entrant's home address.
6. All entries submitted become the property of KHOL-TV and none will be returned.
7. Mail all entries to KHOL-TV, Box 336, Holdrege, Nebraska.
8. All entries must be postmarked by midnight, August 21, 1954.

A complete fact sheet to help you win is yours for the asking. Just write to:

Owned and Operated by
BI-STATES COMPANY
HOLDREGE, NEBRASKA
Duane L. Watts, Station Manager

KHOL TV
CHANNEL 13

Represented Nationally by
MEEKER TV, INC.
New York Philadelphia Chicago
Los Angeles San Francisco

Grandfather never had it this good

Most people today work only two-thirds as many hours as their grandfather did. Yet they earn at least three times as much each day.

If, for example, your grandfather had been on Union Oil's payroll in 1890, he'd have put in an average week of at least 60 hours. For which he'd have received about $2.25 a day.

If—for comparison—you had been with us last year, you'd have averaged $2.25 also. But for an *hour's* work, not a *day's!* And you'd have worked only 40 hours a week.

How can Union Oil, or any company, pay more money for less time on the job? *Because new and better tools and engineering have radically increased a man's capacity to produce as they shortened his work week.*

For every worker at Union Oil there is now available an average of $77,000 worth of these improved tools—trucks, pipelines, wells, refineries. This gives each employee 340% more to work with than in 1890.

For the most part *these tools have been purchased with money the shareholder-owners have plowed back into the business out of profits.*

Who profits from profits? Everyone does! That's why you get so much more out of life than your grandfather did.

UNION OIL 76 COMPANY
OF CALIFORNIA

This is one of a series by the people of Union Oil to explain how business functions. Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

features

- How Miller Brewing merchandises baseball on radio. Page 66.
- The musical commercial puts life in the sell. Page 68.
- Sponsored radio is going round-the-world. Page 70.

Radio According to Boggs

THE RADIO Glossary below probably won't ever be incorporated into Webster's Unabridged or any other serious reference work. It was composed by Norman Boggs, vice president in charge of sales for Don Lee Broadcasting System, for the amusement of himself and friends. B•T's editors think it deserves a wider audience.

A Project: Any assignment that can't be completed by one telephone call.

A Prospect: ("Looks good" type)—Any advertiser who didn't throw you out of his office when he learned you weren't selling tv.

Program Director: Department head who instantly senses the terrific possibilities of a show.

Sales Manager: Department head who instantly senses the terrific possibilities of a show—the minute he hears it's sponsored.

Program Expert: Any announcer more than 50 miles from home.

Under Consideration: Never heard of it.

Under Active Consideration: It must be in the files some place, if we could only lay our hands on it.

Reliable Source: The last guy who told you the rumor.

Unimpeachable Source: The guy who started the rumor.

FYI and Advise: You stick your neck out, too!

A Presentation: Any simple story on large cards magnified by expansion, repetition, art work, and delivered standing up. (Not valid if it takes less than an hour and a half.)

Discrepancy Report: Sure, the transmitter broke down but we rebated 67¢, didn't we?

Clearance: Horseback estimate of how many stations will loosen up.

Actual Clearance: Total number of stations minus those carrying local Basket Socials in public interest.

Mail Order: Method of selling unbranded merchandise with no distribution, sight-unseen, at three times normal value for advertiser who says it didn't pan out and then retires for life in some Central American country where there's no extradition treaty.

Representative Firm: Group of experts (see Program Expert, above) representing 87 radio stations who devote full time of entire staff to your property—when you are in town.

Effective Program: Standard description of any show with 1.1 rating or less.

Turkey: Standard description of any show with 1.1 rating or more, on competitive station.

Floating Schedule: Any announcement schedule at 25% off where client agrees to flexibility after getting approval of Account Executive, Sales Manager, Executive V.P., Chairman of the Board and two-thirds majority of the brokers.

Vice President in Charge of Sales: A peddler too old to pound the pavement, too dumb to quit, and too broke to retire.

BASEBALL SELLS BEER

THE BRAVES AND MERCHANDISING ARE MAKING MILLER FAMOUS

THE BRAVES play baseball in Milwaukee. Miller Brewing Co. makes beer there. When it comes to selling that beer, Miller finds that backing the Braves is the best way to do it.

Accordingly, for the past two seasons Miller Brewing has sponsored all home and away games of the Braves on a 48-station regional radio network. At the same time it has carried out one of the most vigorous merchandising campaigns going today. The project represents a whopping good success story in radio, just as the Braves are a success story in professional baseball.

Miller is a comparative newcomer to the brewing hierarchy, having realized its best gains since 1947. The company has shown a phenomenal rise in sales (in barrels) from 1947 to the present, zooming from 11th to 5th position nationally, for a 278% jump in sales volume. This year the firm has expanded its plant to meet this upsurge in demand.

With this steady growth, Miller has spent more and more on advertising, with about a third of its budget (nearly $3 million) in radio and television, and with emphasis on special events and merchandising at the dealer level.

As president and treasurer of the company, Frederick A. Miller knows a good thing when he sees it, whether it's sports, beer, beer commercials or a valuable radio franchise. He also knows Milwaukeeans. His objective has been simple: to promote interest in Wisconsin sports and thereby boost the sale of a beer product that must compete with Schlitz, Blatz, Gettelman, and others.

The result: formation in 1953 (the Braves' maiden year in Milwaukee) of a regional radio network broadcasting all home and road games of the "go get 'em" Braves. In a way Fred Miller has been trying to prove that, if Blatz was the beer that made Milwaukee famous, so, too, would Miller High Life emerge as the drink that made the Braves famous.

Working with its agency, Mathisson & Assoc., Mr. Miller and his rising firm laid their objectives on the line at the outset of the 1954 season: to support the Braves by every means and to sell more Miller beer. Supporting the Braves has meant inspiring the team, enthusing the fans, a desire to set a new attendance mark and building good will for the ball club. Selling more Miller beer was an aim to be accomplished by enthusing distributors, influencing retailers, making consumers more Miller-minded, keeping old customers and building good will for the product.

The complete elimination of television made Miller's task less complicated than it might have been: the Braves' management does not permit telecasting of any games. (Miller has first rights to tv if and when this policy is ever changed.)

Early last spring, Miller invited some 60 broadcasters from 44 radio outlets to a "leadoff" session on its 1954 baseball broadcast plans. What these midwest radio men heard was an intelligently planned, well-coordinated merchandising campaign predicated on a complete belief in the power of radio as an advertising medium.

A Meeting of Minds

Using the 1953 precedent, Miller organized this year's baseball broadcast planning along methodical, step-by-step lines, leaving nothing to chance—a fact for which broadcasters are grateful. Seldom have sponsor, agency and station personnel enjoyed such a meeting of minds. Said broadcaster Richard Nickeson, commercial manager of WISC Madison:

"In a day when radio is constantly being pressed to prove itself, it is refreshing to have a sponsor and agency so well sold on radio as to show the imagination and enthusiasm to create such a complete campaign. . . . In my years in radio, never have I attended such a well-prepared client-media meeting."

The Miller vanguard was spearheaded by likable, able Vernon S. Mullen, its youthful ad chief; energetic Edward Ball, Mathisson's vice president and account executive, who worked out details for the network; Joe Cairns, executive vice president of the Braves, and sportscasters Earl Gillespie of WEMP and Blaine Walsh of WTMJ. Broadcasters were taken, step by step, through promotional and technical procedures and inspected comprehensive promotion packets including suggested announcements, newspaper ads, napkins, dealer letters, point-of-sale "shadow boxes," Braves' schedules, buttons, coasters and billboard sheets—all used by distributors.

Of course, the all-day meeting came off only after Miller and its agency had thought out a myriad of thorny problems, including the types of stations it wanted on the contemplated network and the area it wished to embrace. The brewery finally settled on stations in four states—Wisconsin, Iowa, Michigan and Minnesota.

Miller lined up "good stations" in key cities—both low and high power outlets, in primary and secondary markets. It also made sure that newspaper-owned outlets were well represented for promotional purposes (a substantial number are in this category).

Miller also let it be known that stations could best serve the interests of all by identifying themselves and High Life with the Braves—"the stronger the link, the more benefits which will accrue. . . ." Braves broadcasts, Miller feels, are rich in promotional potentials and sales possibilities. Its executives told station men plainly: "In the minds of all listeners, Miller High Life must be recognized as the beer that's backing the Braves."

There seems little doubt this has happened, judging by station reactions, with the result that Miller should realize the "fair return" it seeks on an investment which admittedly runs into a "tremendous amount of money." How much is not precisely known. (Best estimate: between $300,000 and $400,000, with line charges running into five figures paid by Miller.)

Not all stations carry the Braves home and road contests under full Miller sponsorship; about 50% take them on a participating basis without any fee charged. These outlets may sell spots to local non-competitive advertisers under an agreement with Miller and Mathisson.

When a station agrees to carry the Miller High Life-Milwaukee Braves network broadcasts, it commits itself to an all-out promotion campaign. It is furnished with a complete and up-to-date list of Miller distributors in the coverage areas of Braves broadcasts and urged to contact the one in its locality

IN MILWAUKEE

by JOHN OSBON

THESE EIGHT were at the head table when Miller kicked off its 1954 Braves broadcast campaign with this briefing luncheon for members of the 48-station network. At the mike is Bernie Strachota, Miller's Milwaukee sales manager. Others (l to r): Edward G. Ball, Mathisson & Assoc.; Earl Gillespie, Braves sportscaster and WEMP sports director; Joe Cairnes, Braves executive vice president; Vernon S. Mullen Jr., Miller advertising director; Jerry Purtell, assistant to Miller's general sales manager; Blaine Walsh, assistant Braves sportscaster and WTMJ-AM-TV announcer, and Parker Daggett, Miller Wisconsin sales manager.

The company encourages the station to "inform and enthuse" the distributor about the broadcasts, advising of coverage, actual audience, and its promotion; to arrange a tie-in of his name with that promotion, publicizing him on commercials; to work with him in distributing Braves promotion material to dealers; to coordinate its efforts with the distributor, many of whom are merchandising-minded at the outset, and to make use of Miller material which the distributor has—window displays, art work, mailings and other data.

Among materials utilized by stations: posters, ad mats, transcribed radio spots, live announcements, station IDs, promotional letters, newspaper ads, four-color ads.

Broadcasters also receive other support. During April and May, Miller sent out a full-color 24-sheet Miller High Life Kodachrome poster (featuring Earl Gillespie and the slogan, "Go Get 'Em, Braves") to all parts of Wisconsin and other areas where the broadcasts are heard. They directed attention with this copy: "Tune In! Braves Broadcasts." (Station and frequency.)

Promotionwise, suggested live announcement copy was distributed by the Miller Brewing Co. for use as 30-second spots, lending themselves to taglines for the local distributor's name, and short 10-second station breaks designed for on-the-air promotion.

Miller even wrote a form letter for use by stations in contacting beer licensees and cultivating tavern-keepers.

Other outlets have devised their own promotion gimmicks. Typical is WOSA Wausau, Wis., which distributes some 100,000 baseball schedules in a promotion piece.

Leaving no stone unturned, Miller also advised stations to make daily checks with newspapers to assure that correct game starting times and opponents are listed. In many instances, newspapers with radio affiliation have worked out special deals whereby the broadcasts are given special mention in boxes on the sports pages. Others have signed for "highlight" listings.

To insure "smooth, finished production" on the network, Mathisson & Assoc. compiled a pre-season operational brochure carrying a complete schedule of games, listing site, opponent and broadcast time. It traced the mechanics of a typical broadcast, starting five minutes before game time and outlining various cues for station IDs and special announcements. It even listed a number of "emergency" situations which might arise and offered solutions to them.

Miller commercials are delivered at the end of each full inning, with participating stations picking them up after the second, fifth and seventh frames. A standard cue is utilized for commercials, running 45 to 50 seconds in length.

When the Braves aren't playing, Miller carries telegraphic reports of other NL contests, with the same 48 stations participating. WEMP usually sends all stations a schedule of possible substitute games every two weeks, and keeps them apprised of alternate games and all details.

What do listeners think of the Braves broadcasts?

Stations consistently report good audience ratings. Both WEMP and WTMJ (the former originates the network broadcasts) claim substantial audiences, with listenership ranging from 76% to as high as 90% of radio homes. This is not surprising in view of the public acceptance that has greeted the Braves (just about everybody is a ball fan) and the twin-power of two established Milwaukee radio properties.

While actual listener surveys are inconclusive as sales figures at this mid-way mark in the season, a survey made last year by the Economic Research Agency throws some interesting light on the subject.

Economic Research found that (1) three-fourths of Madison families were reached by Braves broadcasts; (2) more than one person in over half of the families listened to the games; (3) about 90% of the audience was classed as regular listeners; (4) 90% could identify Miller as the sponsor.

The Braves may not win the 1954 pennant, or even come close, but Miller, its distributors, agency and the broadcasters along its station network seem sure to profit by one of the most carefully-planned campaigns in radio's history.

MUSIC MAKES MONEY

THE MUSICAL JINGLE PAYS OFF FOR SONG ADS CO. AND CLIENTS

by Leo Kovner

RADIO and television advertisers are steadily realizing that music does more than soothe the savage breast—it also charms the dollar out of the consumer's purse in the guise of the singing commercial.

With a gross exceeding $100,000 in 1953, Song Ads Co., Hollywood, is a leader in the production of the singing jingle. Robert Sande, president and founder of the firm, says: "We're writing music, but the kind that sells a product."

"Most agencies have the idea a jingle is nothing but a commercial set to music," he states. "In reality, it is a carefully conceived and composed musical trademark, with the same form as a popular song."

Before the war, Mr. Sande and fraternity brother Donald Estey, at the U. of California at Santa Barbara, had little idea where their studies in audio-visual education would lead them years later. UCSB is primarily a teachers college, and as undergraduates in speech education, the two engaged in verification checks on audio-visual experiments conducted in Santa Barbara public schools by the Rockefeller Foundation. Today, both feel the principle involved in audio-visual education—impact of sight and sound on pupils in teaching—is applicable to advertising and sales.

Song Ads is an accidental outgrowth of Mr. Sande's advertising experience. A drummer and rhythm section musician for many years after leaving college (with Freddy Martin, Ted Fio Rito and Spade Cooley orchestras, to name a few), he had become an account executive in the former Ted Ball Agency, Hollywood, when American Wine Co. (importers, Cook's Imperial Champagne, now merged into Schenley Distributors) changed agencies early in 1950. The Ball agency was one of several invited to bid for the account. Mr. Ball, knowing Robert Sande's musical background, suggested he "whip up a jingle" for inclusion in the agency presentation. Rival Hixson & Jorgensen Inc., Los Angeles, won the account, but the client liked the Sande jingle and insisted it be a part of the campaign. Hixson & Jorgensen purchased the jingle from Mr. Sande and, impressed by results, gave him assignments for other clients.

Later in 1950 Robert Sande decided that "This was the sort of thing I wanted to do permanently," and Song Ads was formed. He candidly admits the early years were difficult. However, by September 1951 he was able to invite Mr. Estey, whom he had seen intermittently since graduation and who was then general manager of Nationwide Advertising Agency, Los Angeles, to join him as sales manager of Song Ads.

Mr. Estey was definitely interested in what his friend was doing and enthusiastically joined the firm. Today, as vice president and sales manager, he is genuinely modest about his role in the organization. "After all," he says, "all I'm doing is selling the talent of my three associates."

Forming a Partnership

Besides Mr. Sande, these associates are Del Porter, co-composer and lyricist with Mr. Sande, and Larry Greene, musical director of Song Ads. In 1952 the four formed a partnership, the present Song Ads Co.

Del Porter has a long background in musical comedy, song writing and as a radio-recording artist. A featured singer in the original Broadway "Girl Crazy" and "Anything Goes," and for many years writer, composer and performer with the Spike Jones Orchestra, he also wrote such popular tunes as "Pass the Biscuits, Mirandy," and the "Blacksmith Blues." Very useful to Song Ads is his mastery of such odd instruments as the ocarina and the tin whistle.

Larry Greene is equally noted as a conductor, pianist and arranger with such organizations as the Pinky Tomlin, Axel Stordahl and Georgie Stoll orchestras, and as accompanist for vocalists Mel Torme, Martha Raye, Lena Horne, Dean Martin and Jerry Lewis, and Carmen Miranda.

Mr. Sande allows himself to continue one professional music engagement, as percussionist with the Liberace show recordings and national concert tours. However, Song Ads benefits from this engagement as well. It has under production for the various sponsors of the Liberace show a series of musical animated commercials, closely integrated with the program, featuring puppet caricatures of George Liberace and his orchestra.

Song Ads has expanded considerably since 1950. The firm's officers point to an annual 300% increase in gross business every year since formation, up to last year's $100,000. Two factors have been responsible for Song Ad's success, Mr. Sande states: first, "We have faith and a specialized skill in what we're doing," and second, "We're willing to accept responsibility."

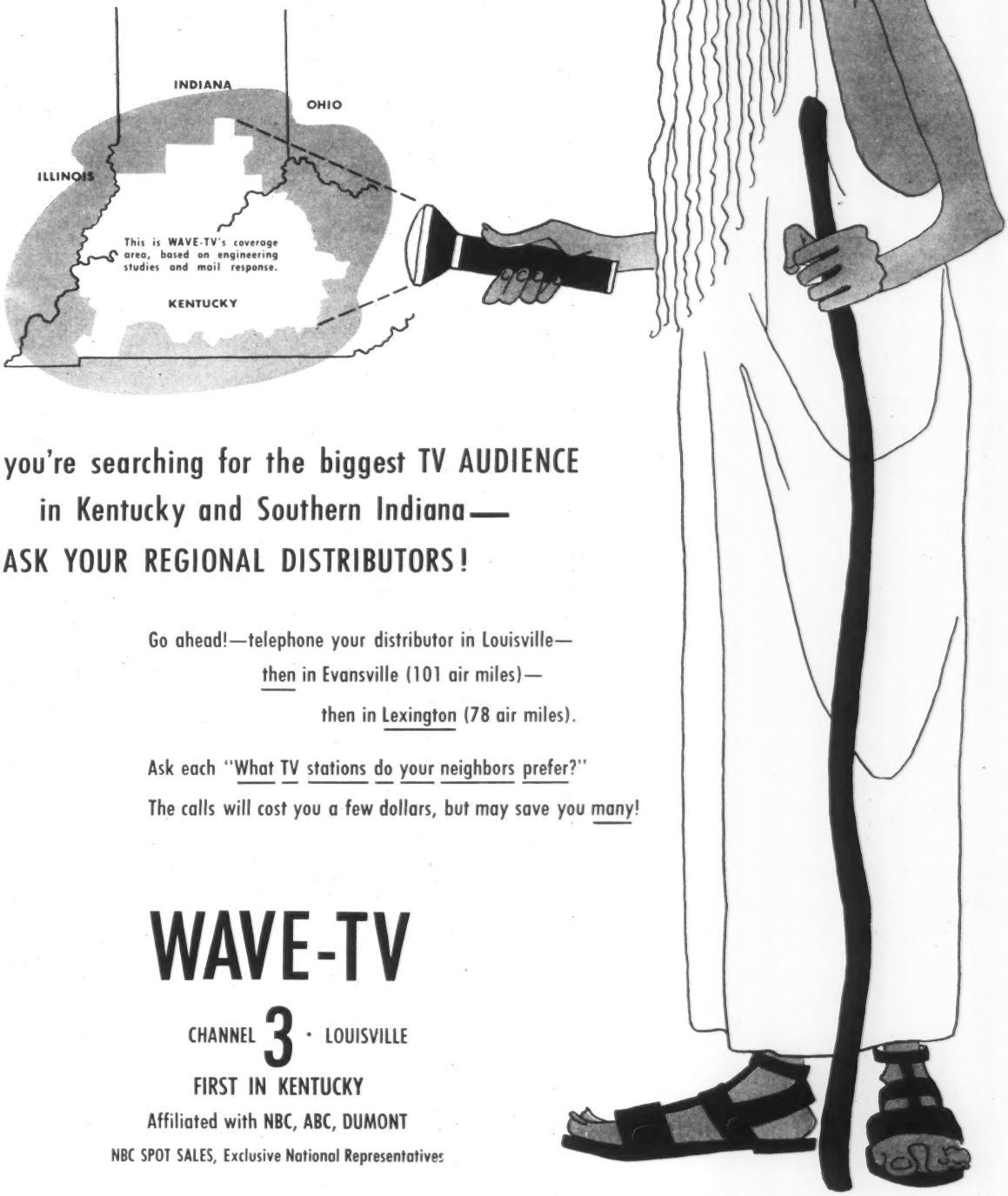
Responsibility is the keynote, beyond talent, of the Song Ads operation. When the firm accepts a retainer from a client, he is guaranteed a minimum of three jingles from which to make a choice. This guarantee is backed by over 400 jingles the firm has done in the past, covering a wide variety of products.

Also guaranteed to the client is relief from all responsibility in copyright litigation and labor negotiations, which play no small part in any matter concerning music these days. Song Ads has an effective arrangement with Broadcast Music Inc. to carefully check every tune and lyric the firm turns out and

PHOTO ABOVE

THE Listerine jingle is recorded in Hollywood by (l to r) Del Porter, co-composer and vocal director, Song Ads Co.; Gerald Blake II, vice president and account executive of Lambert & Feasley Inc., N. Y., agency for the Lambert Pharmacal Co. (Listerine), St. Louis; William W. Harvey, president of his own Los Angeles advertising firm and West Coast representative for Lambert & Feasley; the Ray Linn Quartet, consisting of Ernie Newton, Bill Reeve, Burton Dole and Mr. Linn; and Robert Sande, president and co-composer, Song Ads. In center is singer Tudy Williams.

SEARCHING?



If you're searching for the biggest TV AUDIENCE in Kentucky and Southern Indiana— ASK YOUR REGIONAL DISTRIBUTORS!

Go ahead!—telephone your distributor in Louisville—
then in Evansville (101 air miles)—
then in Lexington (78 air miles).

Ask each "What TV stations do your neighbors prefer?"
The calls will cost you a few dollars, but may save you many!

WAVE-TV

CHANNEL 3 · LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
NBC SPOT SALES, Exclusive National Representatives

avoid possible suits. Moreover, Lloyds of London has written an unusual policy with Song Ads, insuring up to $100,000 the originality of the firm's jingles.

In labor negotiations, experience gained through many years both as employers and performers has given Hollywood talent and recording unions a strong respect for the firm's grasp of various rules and rates. In fact, Mr. Sande ruefully states, the unions often will refer other prospective employers with similar problems to them because of this knowledge, making Song Ads an unofficial clearing house for such information.

Since Song Ads generally operates on the package fee payment system, "we can't afford to be wrong," Mr. Sande says. "A mistake in a wage scale could be extremely costly." The firm also assumes the responsibility of filing the voluminous union reports often required for a recording session.

A Song Ads commercial starts with retention of the jingle-writing firm by an advertiser or agency and proceeds at a brisk, businesslike pace. With the assignment, Song Ads asks the client for a maximum of five main copy points "to hang our hat on." Sometimes this information is harder to obtain than it would seem. Once, Mr. Sande recalls, he took five pages of notes from an account executive to be emphasized and at the end of the interview the agency man added, "Oh, yes! And keep the commercial down to eight seconds."

Three for Show

After selection of the copy points, in which Song Ads likes to include the product slogan and campaign theme, and to take note of sponsor taboos, the firm's composing team, Messrs. Sande and Porter, then sit down and build three separate sets of lyrics and melody. "And we give each set full effort," Mr. Sande adds.

All jingles are written for a full 16 or 32 bar length, but should the client decide on a shorter length, they can be cut to any time segment he wants. However, "we do better with the longer jingles," Mr. Sande admits. Many clients who originally wanted the shorter jingle agree after hearing the full treatment and buy it, he states.

After the jingles are written, a purposely rough audition record is cut of all three versions and sent to the client for approval. The client has paid $75 as a remittance fee and this money is used to pay out-of-pocket costs for the audition. For two reasons, the audition merely outlines the melodic line and the lyric advertising copy. First, in the past some unscrupulous clients have used the audition disc on the air without further payment, and secondly, "We're just trying to show the client what we're trying to do," Mr. Sande says, "and a little production is worse than no production at all. It merely confuses him."

With the audition record goes a brochure prepared by Song Ads, to arm the agency with all pertinent facts and data and support the presentation to the client. Also included in the brochure are production suggestions and the package fee for production of the jingle. In radio, average fees for a total package are based on intended use: local, $450-$650; regional, $650-$850; limited national, $1,150-$1,500; full national network, $2,500-$5,500. The spread is caused by the varying number of singers and musicians used, Mr. Sande explains.

Having written the audio part of a jingle, Song Ads also is prepared to make tv jingles. "We believe in the audio first," Mr. Sande states. "Then, if video is to be used, we tightly integrate the two. But we believe the audio should be strong enough to stand by itself. We try to create a word picture to which visual pictures can easily be fitted."

Thus, instead of working from a story board to the audio, an accepted practice in tv commercials, Song Ads reverses the procedure and submits a strong jingle from which the story board is derived.

Tv production costs vary widely, according to the amount of animation needed. Mr. Sande believes that most Song Ad tv commercials are most effective if animated, both because Song Ad jingles are designed to create word pictures and because union regulations regarding re-run payments to live performers are prohibitive. However, he explains, the radio jingle price remains the base upon which tv animation, film and printing costs, ranging from $5 to $100 a foot according to complexity, are added. Tv film generally runs 90 feet a minute.

Should the client decide he wants a tv commercial, Song Ads again sets a package price and produces the commercial in exactly the same way most independent motion pictures are made today in Hollywood. That is, while Song Ads handles direction and assumes full responsibility for the result, it sub-contracts the various production steps among specialist firms.

When the radio advertiser chooses a lyric-melody set (or two, or all three, in which case he gets a discount), Song Ads hires the necessary talent and announcer and makes arrangements with unions, copyright lawyers and servicing organizations. The highest number of singers the firm will use on a single commercial is six or seven. "More than that," Mr. Sande says, "and they get in the way of the advertising copy."

After a recording date is set, Song Ads notifies the sponsor and agency so that they can be present if they wish. The actual recording is supervised by Mr. Sande, with

WORLD RADIO HAS GONE COMMERCIAL

AROUND much of the globe—Europe, the Near East and Latin America—businessmen turn on their shortwave radio receivers and tune in *American Business Bulletins,* broadcast at the close of each business day by WRUL, U. S. international station with transmitters at Scituate, Mass. Having heard the late business news and the closing quotations of the New York Stock Exchange, these listeners abroad are ready to radio their brokers in New York to buy or sell at the opening of the next day's market.

This far-flung foreign audience may not bulk very large in comparison to that of any metropolitan domestic station, but its importance may be gauged by the fact that Merrill Lynch, Pierce, Fenner & Beane, which began sponsoring *American Business Bulletins* when they first became available in November 1950, has just renewed its contract for the remainder of 1954. Royal Typewriter Co. is co-sponsor of the program.

Before World War II, WRUL was entirely a non-commercial operation, financed largely as a personal gesture of international goodwill by its founder, Walter S. Lemmon, founder and president of World Wide Broadcasting System, licensee of WRUL, with some additional funds granted by educational foundations to encourage the international exchange of information and culture.

Following the war, Mr. Lemmon and his associates decided that the advertising-supported system of broadcasting that has been so successful at home might do equally well internationally. So, late in 1950, WRUL tentatively made it facilities available to American advertisers interested in selling their products or services abroad. As expressed by Douglas Jones, sales manager:

"This station is spreading the gospel of American private enterprise on an international basis. WRUL is enabling businessmen to speak to the world as they have been speaking domestically. Here is a new opportunity in broadcasting —a new extension of the independent American system of privately owned broadcasting stations.

"WRUL's commercial expansion has proved to sponsors the need of such an international advertising medium through a constantly growing listening audience in 60 nations, through mail response, and the addition of more and more rebroadcasting outlets for the World Wide Broadcasting System's international network."

The network referred to by Mr. Jones is made up of some 40 Latin American stations which already rebroadcast a number of WRUL's sustaining music and news programs, particularly those in Spanish and Portuguese. These supplementary stations also are available to WRUL advertisers willing to add their time costs to those of WRUL ($50 for a one-minute announcement, $150 for a quarter-hour program, $285 for a half-hour program; applicable to all WRUL transmissions, whether to Latin America or to Europe). Station spokesmen say that although quite a few prospective advertisers expressed the desire for such supplementary coverage, none has as yet bought it.

In addition to the sponsors of *American Business Bulletins,* WRUL's advertising roster for the past year includes such top-level names as U. S. Steel, Sylvania, Firestone, Nestle, Hilton Hotels and Fairbanks Morse. Agreeing with business on the advantages of international promotion, several religious groups also are numbered among WRUL sponsors. One of these, the Lutheran Laymen's League, sponsors programs in English, Swedish, Norwegian and Dutch.

music under the direction of Larry Greene and vocalists under Del Porter. Song Ads then supervises the video production (when indicated), pressing of transcriptions (with radio commercials), and packing and shipping of the end-results to the client, accepting full responsibility until the material is in the hands of the advertiser's representative.

Enthusiastic about his work, Mr. Sande has definite ideas about the form of the singing commercial. "Unlike others in the business, we create new melodies. Public domain music is hard to identify with a sponsor," he says.

"Once an advertiser has a good musical trademark, he should keep it, not make the mistake of changing it often," he continues. "A singing commercial is effective only if the advertiser plugs it right, like a popular song."

"If the commercial is not on the air at least 50 times a week, it is not being used correctly," Mr. Sande feels, and points to Sears, Listerine, Paper Mate Pen and Burgermeister Beer campaigns as examples of proper use of the singing jingle. Only 10% of the nation's radio-tv advertisers use the jingle correctly today, Mr. Sande feels, and the rest have no lasting results from the commercials.

Correctly integrated video and audio advertising makes the strongest impact on the consumer, he states, and, dipping into his background in educational psychology, he adds, "All advertising, except the singing commercial, must sell to the conscious mind. The singing commercial creates an unconscious habit pattern and sells that way."

Fantasy Is Best

Best video results for most clients, he continues, are obtained by use of fantasy, with animation and puppets carrying the message to the eye as well as the ear, in time with the jingle.

Since much of the firm's business is conducted by correspondence, painstaking attention to client needs leads Mr. Sande to term Song Ads "a custom business by mail." The singing commercial organization has served clients all over the U. S. and in Mexico, Puerto Rico, Australia, Hawaii and Canada. Sponsors include such products as Acme Beer, Arden Dairy products, Ben Hur Coffee, Paper Mate Pens, Richfield Oil Corp., Zenith Television, Ocoma Chicken and Burgermeister Beer. Such agencies as Foote, Cone & Belding; BBDO; Erwin Wasey & Co.; Biow Co.; Hixson & Jorgensen Inc.; Raymond R. Morgan Co.; Hilton & Riggio Inc., and McCann-Erickson Inc. have dealt with Song Ads.

A new project about which Mr. Sande is close-mouthed at present is a form of open-end syndicated singing commercials for small local advertisers. He does say that Song Ads will be able to meet all union regulations in this development, yet emerge with a commercial salable to a low-budget advertiser.

Song Ads recently occupied a new suite of offices at 6000 Sunset Blvd., including a recording studio. However, much of its recording and pressing will continue at the Capitol Records establishment in Hollywood. The firm will maintain its headquarters in Southern California, mainly because the firm's executives believe the trend of business and advertising is to the West Coast.

Advertisement

From where I sit *by* Joe Marsh

"Nothing to Sneeze at"

This year our town came out and decided to do something about its hay-fever sufferers. Hap Thomas is our health officer, so he was made ragweed "inspector."

"Can't see why anybody should be bothered by a few weeds," he snorted. "I say it's all in their minds." But Hap went on out to do his job.

Then, yesterday, I met Hap—looking kind of sheepish. His eyes were red and as he took out a big white handkerchief, he sneezed. "Know somebody . . . somebody who isn't allergic, who'd like a job?" asks Hap.

From where I sit, I can sympathize with Hap. It's no joke. But as Hap admitted later, he was dead wrong in scoffing at the idea of hay fever. Making light of other people's ideas and opinions is a familiar trouble with a lot of folks. Whether it's hay fever, football or a choice of, say, buttermilk or beer as a thirst-quencher, I'm just naturally "allergic" to anybody who "knows-it-all"!

Joe Marsh

Copyright, 1954, United States Brewers Foundation

WWVA PORTABLE PROMOTION

WWVA Wheeling, W. Va., is sending to agencies and advertisers a green and white booklet announcing its summer radio promotion campaign, "designed to sell more portable radios and build bigger audiences." The campaign will include on-the-air announcements, a contest for radio listeners and dealers and special programs, stressing the theme "Radio goes whereever you go . . . pack a portable." A special summertime edition of WWVA's merchandising paper will be published and mailed to retailers and wholesalers throughout the tri-state area. Over 100 busses in the Wheeling-Steubenville market and Yellow Cabs in Wheeling will be equipped with signs reminding people "It's summertime and the listening is easy." In addition, WWVA will print pocket-sized program schedules for distribution and posters for display in radio retail stores.

WTPA (TV) BIRTHDAY EVENT

AS PART of the celebration of its first anniversary July 6, WTPA (TV) Harrisburg, Pa., broadcast special programs throughout the day and presented an hour-long show with outstanding performers who have appeared on ch. 71 during the first year of operation, using the theme, "A Year for You." A half-hour news roundup, *A Year in Review,* was shown and the *Harrisburg Hostess* program was turned into a birthday party for all the babies born the day WTPA went on the air. The station reports receiving more than 50 congratulatory telegrams, carnation boutonnieres for the whole staff and a specially baked birthday cake. WTPA followed up the occasion with an open house where visitors saw three live presentations. Special WTPA buttons were distributed to all visitors and service clubs.

CANADIAN DEVELOPMENT TALKS

CANADIAN DEVELOPMENT will feature a series of discussions on Canadian Broadcasting Corp. stations throughout the Dominion every evening from August 7-13, 8 p.m. EDT, from the Couchiching conference at Geneva Park, Orillia, Ont. This will be the third year that the CBC has broadcast discussions at this international conference at which university professors, internationally known economists and editors take part. The conference theme this year is "Canada Grows"; discussions will center around recent Canadian developments.

KTEN (TV) HELICOPTER 'FIRST'

"FIRST" live telecast of a landing helicopter and alighting from that plane was claimed by KTEN (TV) Ada, Okla., when Mrs. Willie Murray, candidate for governor of Oklahoma, recently landed in front of that station's studios for a guest appearance on the *Home Hour.* Making the special appearance to reach voters in KTEN's coverage area, Mrs. Murray later made an address directly from the studios.

SUMMER RADIO PROMOTION

RADIO promotion campaign, aimed at northern Ohio's automobile audience, has been kicked off by WGAR Cleveland with an extensive drive employing car cards, billboards, drive-in theatres and on-the-air spots. Using the theme "Listen while you rest, ride, work, play," the campaign stresses the multiple attention values of radio listening pointed up in the Henry I. Politz study of radio audiences in major tv markets. WGAR personalities appear on drive-in screens to remind viewers that they can enjoy their radios while doing other things. In addition, the station has started *Do It Yourself,* a program designed to instruct in building and improvment projects which can be accomplished while listening to the radio.

HAWAIIAN TV 'FIRST'

THE 'FIRST' morning tv series in the Hawaiian Islands, KGMB-TV Honolulu's *Sunrise* program, got off to a flying start a fortnight ago, according to that station, with the quiz portion, "Shadow Stumpers," resulting in an estimated 60,000 calls per question. Featuring former disc m.c. Carl (Kini Popo) Hebenstreit and "Peaches O'Rourke" — two-year-old chimpanzee — the three-hour program is comprised of news and weather reports, music, interviews, puppets, cartoons, cooking hints and hobby and health information.

A NEW type business card—a Westinghouse portable radio with card enlarged and screened on the back—is presented by Armand Belli, KDKA Pittsburgh salesman, to Jean Mercer, secretary at BBDO's Pittsburgh office. The idea was worked out by D. N. Lewis, station promotion director. It is understood this business card is always tuned to KDKA, a Westinghouse Broadcasting Co. station.

WTTV (TV) HOSTS IGA STORES

WTTV (TV) Bloomington, Ind., was host for the annual merchandising meeting of the IGA supermarkets in central and southern Indiana, and televised a live 30-minute program, which included a speech by Donald Grimes, president of IGA, the world's second largest food chain. Although all 81 of IGA's supermarkets are outside the Indianapolis metropolitan area, the chain has been sponsoring a WTTV program since 1951, and carrying on a merchandising plan with the station since 1952; proof, WTTV asserts, of the "television age" concept the station has been advancing for some time. The Sarkes Tarzian cafeteria, which is to serve as an auxiliary WTTV studio, accommodated the 1,000 in attendance. Thirty booths were occupied by Indianapolis brokers and distributors representing the nation's largest food processors, according to WTTV.

WIBW-TV 'KNOT HOLE' BROCHURE

TO HERALD its planned increase in tower height, WIBW-TV Topeka, Kan., is sending to agencies and advertisers a "knot hole" brochure which employs a fold-over device to keep the reader guessing what the "surprise" will be. The simulated wood grain cover with centered knot hole reads: "it isn't a peep show"; on turning the page, another knot hole announces: "it isn't a ball game"; another page, another knot hole: "it isn't a circus," either. Fully-opened, the brochure reveals that "It's the WIBW-TV tower on its way up to 1,010 feet." The increase in power to 87.1 kw ERP will take place about August 1, it is pointed out, and this "will boost WIBW-TV's influence in rich, growing area."

FARM DIRECTOR'S BROCHURE

NATIONAL Assn. of Television & Radio Farm Directors has distributed a new brochure and directory which it compiled in conjunction with Allis-Chalmers Mfg. Co. and the Grocery Mfrs. of America. They were mailed to stations using farm directors, station representatives and advertising agencies under signature of Jack Jackson, KCMO Kansas City, NATRFD president.

OFF-THE-AIR AUDIENCE

WAIT Chicago estimates that about 700,000 people a month listen to that station after it is off the air. Ten drive-in theatres in WAIT's coverage area now carry a preshow program of recorded music provided by the station and emceed by *Clubtime* announcer Lloyd Webb. Each record is followed by a reminder of the daily programs that are offered by WAIT. At intermission a special ten minute tape is delivered with the same promotional idea. Both the theatres and station benefit, according to the station, because the theatres' preshow and intermission entertainment problems are taken care of and WAIT gains new listeners.

KITE REFRIGERATOR GADGET

A REFRIGERATOR thermometer is the "gadget of the month" being sent to agencies and clients by KITE San Antonio, Tex. The thermometer, to be hung on a refrigerator shelf, is designed to show if the refrigerator is cooling properly. The attached copy points out that more American homes have radios than refrigerators, telephones, washing machines or bathtubs. The copy goes on to say that "most homes in San Antonio enjoy Radio KITE . . . 139,000." Some of the reasons for its large audience, the promotion states, are KITE's pioneering in block programming, headlines on the hour, getting local news, high fidelity and fm, adding the reminder, "still no double spotting, still no secret rates."

'COOL' PROGRAMMING

WASHINGTON, D. C., daytime viewers suffering from the heat may get some relief from a 20-second film clip of Washington snow and blizzard scenes, which will be telecast throughout days when the thermometer hits 90° by WTOP-TV there. The "cool clip" will be accompanied by the following announcement: "Look at this. Coooooool. Here on ch. 9 we just thought you'd like to look at something coooooool today (10 second silence). O.K.? You're welcome."

MAGNACORD TAPE RECORDERS
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369

Success Recipe

THE "marriage" of Cowles stations WNAX Yankton, N. D., and KVTV (TV) Sioux City, Iowa, for the "WNAX-KVTV Frigidaire Cooking School" last month proved such a success that 8,000 women crowded the Sioux City municipal auditorium to its 5,000 capacity for the first time with 3,000 turned away.

The cooking school, jointly sponsored by D. K. Baxter Co. (Frigidaire dealer) and the two outlets, and promoted only on the Cowles stations, brought an influx of women from South Dakota, Iowa and Nebraska. A leading department store reported a 28% increase in business over any previous Tuesday because of the event.

The women watched Wynn Speece, "Your Neighbor Lady" for 14 years on WNAX, and Jan Voss, KVTV home economist, demonstrate the easy preparation of summer dishes and meals. Between cooking segments, KVTV announcer Bob King helped give away 125 gifts, including a Frigidaire washing machine, Necchi sewing machine and 100 bags of WNAX and KVTV advertised products contributed by sponsors. Talent staffs of both stations entertained the ladies who received free shopping bags, recipes and souvenirs.

A measure of the excitement brought on by the cooking school were police reports that one woman left her auto running in a parking lot and another, with labor pains coming on, refused to leave the auditorium until police dragged her away.

WSPD-TV 'HOSPITAL CORRIDORS'

SIMULATED performances of various operations are telecast over WSPD-TV Toledo, Ohio, on *Hospital Corridors*, a new program which each week gives people a chance to view an operation and listen to easily understood explanations. Peg Howard, former newspaperwoman, sets up the shows, using personnel and materials from 35 hospitals in the area. A recent "operation" was for a gall bladder, using a hospital technician as the "patient." The program was carried out in authentic detail, complete with the showing of an actual gall bladder.

WGH 'FESTIVAL' PROMOTION

OVER 50,000 people flocked to the two-day third annual "Virginia Beach Sand Festival," conducted by that city's Chamber of Commerce, according to WGH Norfolk, which cooperated in what Chamber of Commerce head Leo Hoarty has called the "world's largest beach party." WGH co-sponsored the "Miss Virginia Beach" pageant, which is part of the Miss America eliminations. Five finalists, chosen from 17 visiting and local beauties, were showcased against a background of Tony Pastor's orchestra. The winner was crowned by Mayor Murray and presented on a half-hour coast-to-coast ABC broadcast arranged by the WGH special events department, the station reports.

CBS SPOT SALES INFORMS

THE COMBINATION of WCBS New York local radio personalities, station leadership and

ANOTHER SPACE PROBLEM SOLVED

...with an EMSCO...

.....self supporting

.....TV tower.....

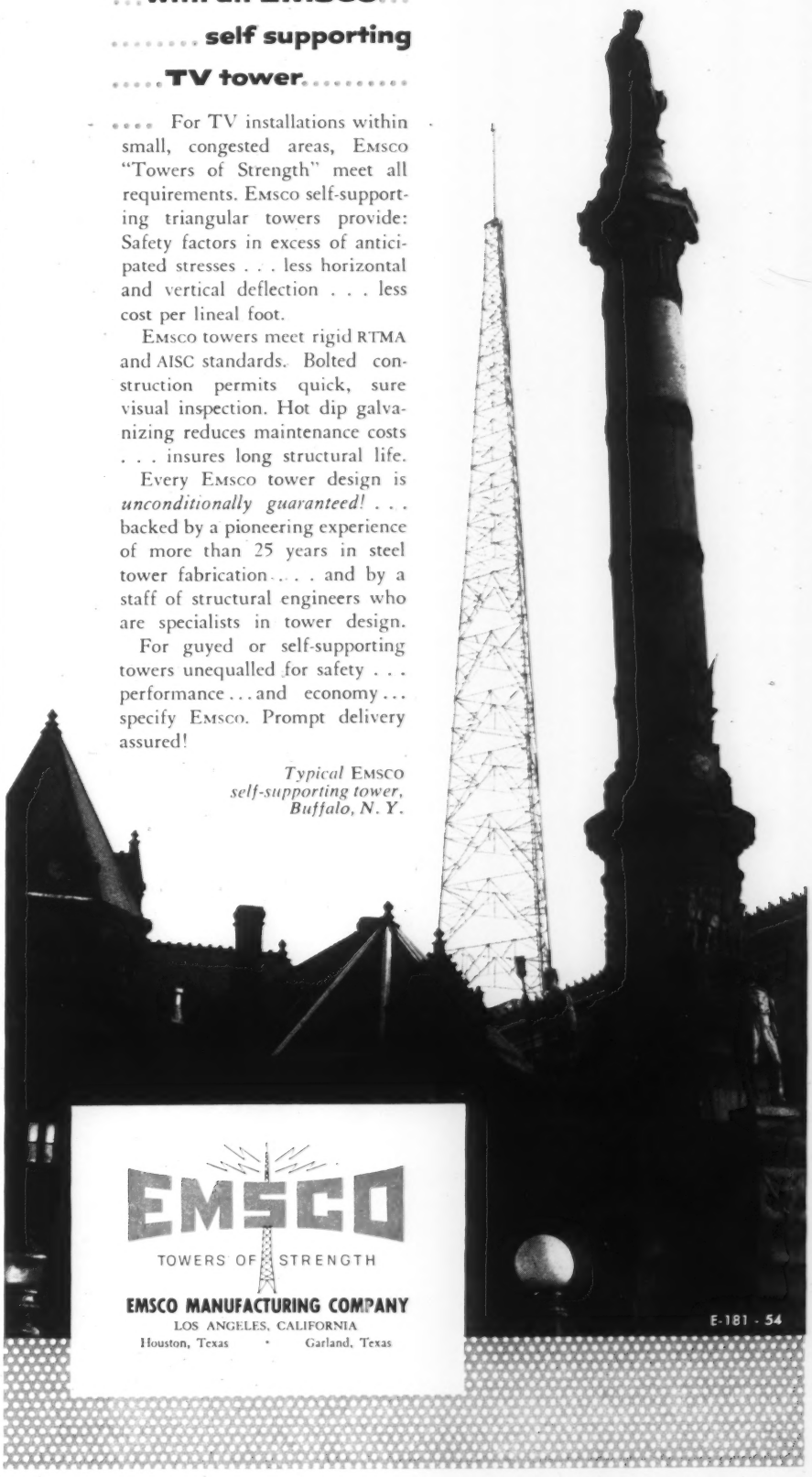
.... For TV installations within small, congested areas, EMSCO "Towers of Strength" meet all requirements. EMSCO self-supporting triangular towers provide: Safety factors in excess of anticipated stresses . . . less horizontal and vertical deflection . . . less cost per lineal foot.

EMSCO towers meet rigid RTMA and AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

Every EMSCO tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify EMSCO. Prompt delivery assured!

Typical EMSCO *self-supporting tower, Buffalo, N. Y.*



merchandising support in achieving "maximum advertising coverage in the New York market" are described in a new presentation released last week by the sales promotion department of CBS Radio Spot Sales. The presentation cites numerous combinations of ways in which WCBS personalities could be used to accomplish "maximum sales results at a minimum cost," and includes a chart showing suggested programs with ratings, homes reached, listeners, total cost, and cost per thousand. Various merchandising plans offered by the station also are outlined.

REQUESTS SOLD FOR MS

ALTHOUGH he never plays requests on his one-hour show nighttime disc m.c. Larry Brown, WPEN Philadelphia personality, altered that rule for one week during the multiple sclerosis campaign and agreed to play a record request for each 25 cents received for the MS drive. In the one-week period, Mr. Brown collected over $200, which he turned over to Edmund H. Rogers, partner, Gray & Rogers Adv., Philadelphia, who revealed during the air interview (see cut) that his wife was stricken with MS 13 years ago and is not yet fully recovered. Although the broadcast campaign has been discontinued, WPEN reports that contributions are still coming in, with Mr. Brown committed to answer over 600 requests.

WHILE HOME, IT BURNS

TELEVISION has now made it possible for a man to sit in the comfort of his home and watch his building burn, according to reports from Wheeling, W. Va. WTRF-TV there, with an alert crew and a convenient fire (less than one hundred yards away from the studios), managed to televise the rooftop fire from the time the fire trucks arrived until the blaze was under control. WTRF-TV's news director, George Diab, described the goings-on to viewers, one of whom not the least disinterested was the owner of the building.

KCSJ-TV BASEBALL 'FIRST'

THE 'FIRST' professional baseball telecast originating in Colorado is claimed by KCSJ-TV Pueblo, when the Western League game between the Pueblo Dodgers and Denver Bears was telecast from Pueblo's Runyon Field. Although it was an evening game, the picture came in clearly, according to audience reports, and opinions were unanimous that the telecast compared favorably with network telecasts of eastern games, with viewers expressing interest in seeing more Western League games televised.

A TUNE WITH PERFUME

TO PROMOTE the new Decca release of singing star Roger Coleman, "L'Amour, Toujours L'Amour," records have been distributed to disc m.c.'s throughout the country with a gift bottle of L'Amour Toujours perfume. Although the perfume will be passed along to wives and sweethearts, the fragrance will remain with the disc jockeys because the platters are perfume-scented. Record shops and department stores are being encouraged to hold a national "spin and squirt" day to herald Roger Coleman's latest release.

CROSLEY 'SUNBURST' GLASSES

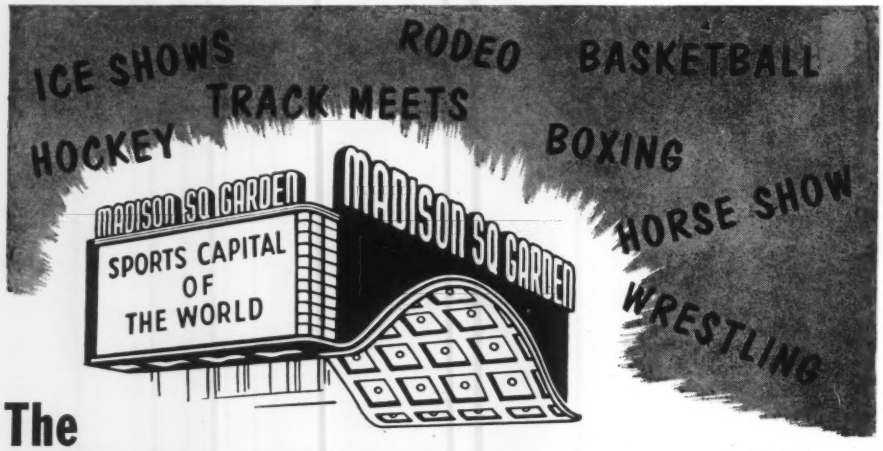
CROSLEY BROADCASTING Corp., Cincinnati, is offering sets of six 15-ounce "Sunburst" Anchor-Hocking glasses to listeners and viewers of its stations as a part of its summer promotion campaign, "Operation Sunburst." The glasses come in five different sets, each for one of the Crosley stations (WLW Cincinnati, WLWT (TV) Cincinnati, WLWA (TV) Atlanta, WLWC (TV) Columbus and WLWD (TV) Dayton), and feature embossed portraits or autographs of 50 personalities in the organization. Viewers may obtain the glasses by sending in one dollar and a box top or label from any product advertised on the stations.

WRFD 'OPERATION BLUE SKIES'

TO GIVE Central Ohio consumers the "buy now fever" on the retail level, WRFD Worthington staged a two-week "Operation Blue Skies" promotion with cooperation of merchants, who benefitted from the campaign by increased sales. People were urged to watch for the "Operation Blue Skies" plane as it circled each of the 12 major shopping areas of Columbus and by saturation spot announcements advised them to visit the shopping center in their neighborhood when the plane made its appearance. This promotion was backed up by newspaper publicity stories and photos. WRFD mobile units provided free souvenirs for children, entertainment and rules for coming contest. "Blue Skies" retailers were provided with window streamers and public address systems providing music and information on the WRFD event. A total of 250 prizes was awarded in a contest which involved guessing the time an alarm clock would ring on the air. Contestants submitted their predictions on the reverse sides of store receipts.

WMIN-TV SWIMMING LESSONS

WMIN-TV St. Paul-Minneapolis, in conjunction with Doughboy Industries, New Richmond, Wis., is conducting a water safety contest for children on the station's *Mid-day Matinee* program. The show is presenting tips on swimming and, at the same time, is asking for letters on "I want to swim because . . ." The winner will receive an 18-foot plastic swimming pool.



The
MADISON SQUARE GARDEN *Show*
. . . proved Selling Power!

"The 'MADISON SQUARE GARDEN' show turned up with a 10 to 10:15 rating of 24.5."
KMTV — Omaha

". . . in response to a short announcement, we received an unexpected amount of cards and letters requesting that 'MADISON SQUARE GARDEN' be resumed in its present form next season."
Fuller & Smith & Ross, Inc.
(BURKHARDT BEER, Sponsor)

- Narrated by Marty Glickman & Stan Lomax
- 15-minute & half-hour versions
- Ready for telecast 5 days after shooting
- Now in 5th Big Year
- Priced for low budgets

26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD

produced and distributed exclusively by Winik FILMS CORP.

For audition print and full details, wire, write, call

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CINCINNATI, Ohio: George Brengel, 3711 Petoskey
DALLAS, Texas: W. B. Butz, 211 So. Pearl Expressway — Sterling 2306
MIAMI, Fla.: W. D. Besselieu, 9536 N.E. Second Ave., — 78-2080
NASHVILLE, Tenn.: Robert B. Davis, 416-A Broad St., — 57480
PORTLAND, Ore.: Merriman Holtz, 611 No. Tillamook St.
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. . . and anything . . . you need to know about television is contained in the TELECASTING Yearbook and Marketbook. Its 500 pages, fully indexed, contain tv business data available in no other single source.

1954-55 TELECASTING Yearbook and Marketbook will be published in August. The cost is $5.00 per copy. Or you may receive this 500-page volume and 52 weekly issues of BROADCASTING • TELECASTING for only $9.00.

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company name _____

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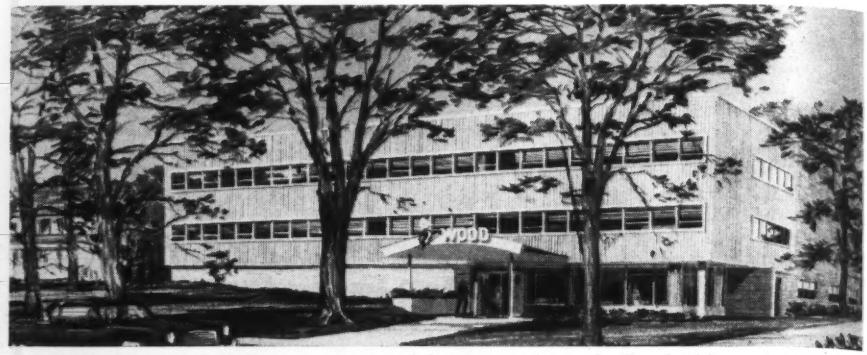
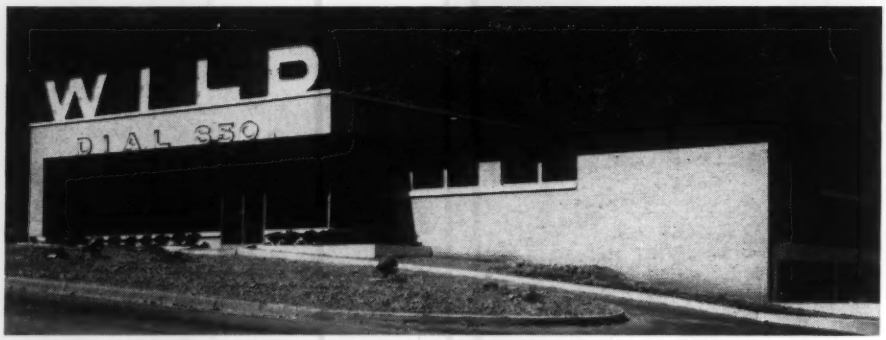
FOCUSING ON NEW CONSTRUCTION AT STATIONS AROUND THE NATION

GROUND-BREAKING signals start of construction for an addition to the new WHIO-TV Dayton building, scheduled to be complete in 1955. The addition will house am studios and all WHIO-AM-FM-TV offices. L to r: Jack Hodgkinson, tv operations manager; R. H. Moody, WHIO-AM-FM-TV general manager; Robert E. Taylor, Austin Co., building contractors, and Ernest Adams, am-fm-tv engineering director.



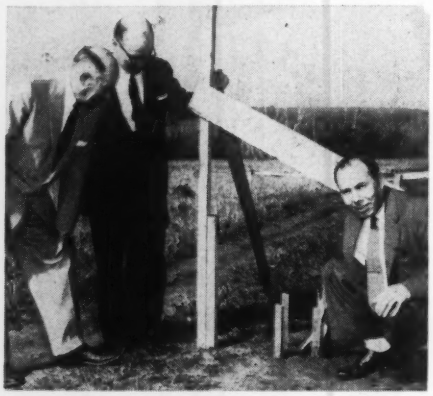
CLEARING GROUND for construction of the new studio and office building of WOOD-AM-TV Grand Rapids, Mich., is underway. The new building, to be opened Dec. 1, is part of WOOD-AM-TV's million dollar expansion program. The ch. 8 station increased its power to the full 316 kw in April.

CONSTRUCTION has started on the new studio and office building for KLAC Hollywood at Vine & Waring Sts., with occupancy expected in approximately six months. This is the architect's conception of the new quarters.



NEW STUDIOS of WILD Birmingham, MBS affiliate, were opened to the public in June with several hundred prominent Birmingham citizens present, including Mayor James W. Morgan, Jefferson County Commission President W. D. Kendrick, and General Manager Eddie Glennon of the Birmingham Barons baseball club. E. M. (Pete) Johnson, MBS vice president, headed a Mutual delegation. WILD, on 850 kc with 10 kw, has all new equipment and studios are located on Red Mountain. WILD principals are President George A. Mattison Jr. and Roy Hofheinz. Don Campbell is general manager and William E. Mattison promotion manager.

BASE SECTION of what is to be Texas' tallest tv tower—1,113-ft. above ground—is inspected by WBAP-TV Fort Worth officials (l to r) R. C. Stinson, director of engineering; Harold Hough, vice president of Carter Publications and director of WBAP radio and tv, and Bob Gould, program director. Completion is scheduled Aug. 1.



EXACT center of the site for WIBW-TV Topeka's new 1,000-foot tower is shown by Lewis Dickensheets (r), technical director, to H. S. Blake (l), president of Capper Publications Inc., which owns WIBW-AM-TV, and Ben Ludy, general manager of the stations. Completion is expected Aug. 1. Officials say the new 12-bay superturnstyle antenna will triple WIBW-TV's present coverage.

...and so two contrasting towers provide triple service for WSTV

To gain maximum coverage within the FCC grant for television channel 9, as well as AM and FM radio, WSTV Steubenville, Ohio, required two radically different types of towers. So they came to Blaw-Knox.

The massive 800-foot Blaw-Knox TG type tower serves a dual purpose—as it rigidly supports a twelve bay, 8500-pound TV antenna and an FM radio antenna. Any interference with the AM signal transmitted from a nearby smaller tower is eliminated by base and guy insulators. Of triangular cross-section, 8-foot to a side, this large guyed tower has solid round rods with welded connections, double-laced angle bracing, heavy connecting flanges . . . and weighs 192,000 pounds.

By contrast, the comparatively slender but sturdy 275-foot Blaw-Knox type LT tower is the insulated vertical radiator for AM radio. This 3-foot triangular, guyed tower, double-laced for the full height, has specially formed corner legs for extra strength . . . yet weighs only 11,000 pounds.

Designed and constructed to meet definite operating requirements . . . these towers typify the flexibility of our research, engineering, testing and fabricating services. And demonstrate our ability to provide towers to meet *your* specific conditions.

For more information about the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

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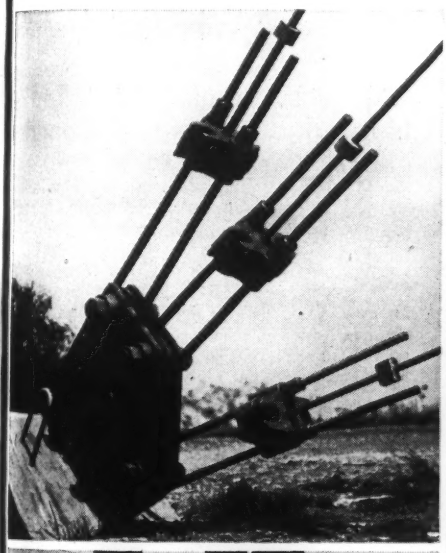
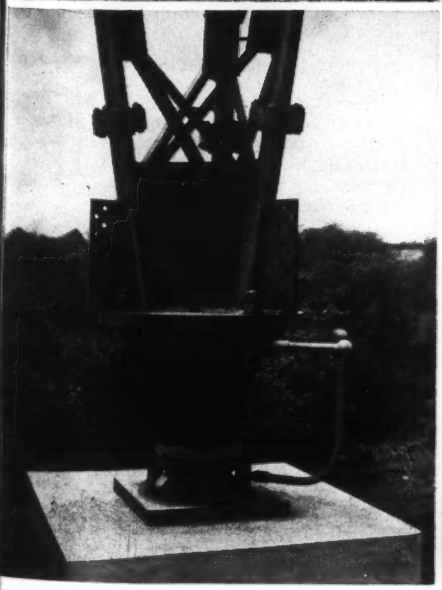
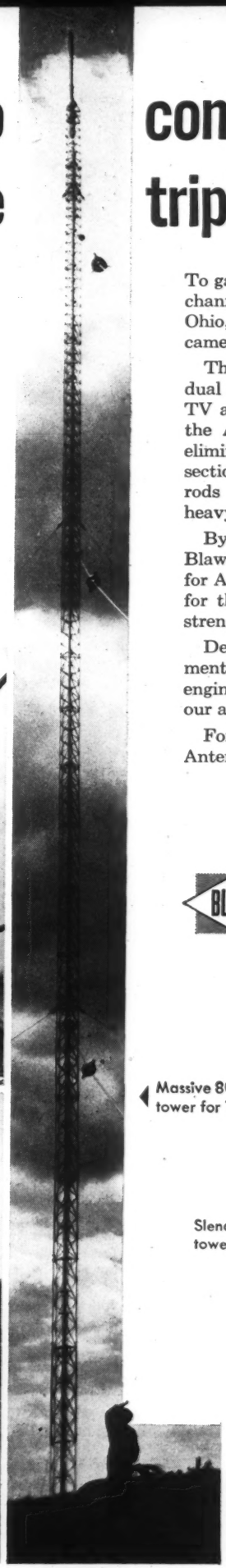
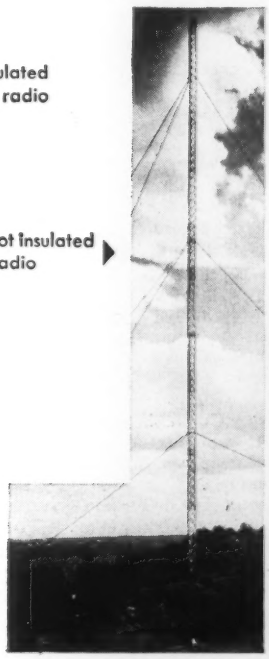






Massive 800-foot insulated tower for TV and FM radio

Slender 275-foot insulated tower for AM radio



Eurovision Considers Closed Circuit Video

BOT's Rosensohn reports on his discussions with television network officials during month-long tour of Europe.

USE of closed-circuit television is under consideration by members of the recently established European Television Network (Eurovision) as a means of strengthening inter-European communications, it was reported last week by William Rosensohn, executive vice president of Box Office Television, following his return to New York from a month's tour of Europe.

EUROPE

Mr. Rosensohn said he had discussed plans to utilize closed-circuit tv in the fields of diplomatic relations, European Defense Community communications and inter-European economic, agricultural and educational projects. Participating in the discussions were officials of BBC, French Broadcasting Co., the Belgian Broadcasting Co. and Radiodiffusion-Television-Francaise.

Mr. Rosensohn said he had explained that closed-circuit telecasts can be produced as privately as telephone conversations and had pointed out that it would be practical for participants in the European Defense Community to use a network to relay televised training sessions, weapons demonstrations and actual practice maneuvers. He added that the U. S. armed services already had made limited use of tv for observation purposes.

Disclosing that he had volunteered his services to the European officials, Mr. Rosensohn said he planned to return to Europe "sometime this fall" to resume discussions of the new plan. He noted that public telecasts in Europe are non-commercial and voiced the belief that "the proposed closed-circuit network might open a new medium to American businessmen."

Mr. Rosensohn contended that language would prove "no greater barrier to inter-European closed-circuit production than it has at the United Nations." Simultaneous translations are made from official languages to more than 60 languages spoken by the UN members, he said, adding that in public telecasts, Eurovision has "successfully surmounted the language differences of Europe . . ."

96.4% Radio Homes Listed for Canada

RADIO HOMES in Canada as of Jan. 1, 1954, totaled 3,748,000, or 96.4% of all households in Canada. These figures have been compiled and released by the Bureau of Broadcast Measurement, Toronto. BBM, a cooperative organization of broadcasters, advertisers and advertising agencies, points out that these figures have been approved "for general use in the industry . . ."

CANADA

By provinces the number of radio homes and percentage of total homes are as follows: Ontario 1,338,000 radio homes (97.1% of all households in the province); Quebec 933,000 radio homes (97.4%); British Columbia 380,000 radio homes (96.7%); Alberta 265,000 radio homes (93.6%); Saskatchewan 233,000 radio homes (96.7%); Manitoba 215,000 radio homes (96.7%); Nova Scotia 167,000 radio homes (97.1%); New Brunswick 123,000 radio homes (95.3%); Newfoundland 72,000 radio homes (87.8%); and Prince Edward Island 22,000 radio homes (91.7%).

GENERAL ELECTRIC's shortwave international radio station at Belmont, Calif., KGEI, broadcasts three and a half hours daily in Spanish and Portuguese to Latin America. In less than a year of operation the station has received approximately 3,000 letters from listeners, and attempts to answer each one. Mrs. Jeanne Porter, KGEI secretary-translator, examines the backlog of letters still to be answered.

200 Kw Station Starts Operations in Norway

THE NORWEGIAN Broadcasting Corp.'s new 200 kw transmitting station, located at Klofta, some 22 miles from Oslo, recently started regular operations after several weeks of field testing. Simultaneously, the 16-year-old 100 kw transmitter at Lambertseter, within Oslo city limits, went out of service.

The Klofta transmitter is the most powerful in Norway and its signal is one of the strongest in Europe. It consists of two units run in parallel—if one breaks down the other will carry on independently. The two transmitter masts each are 750 feet high.

NORWAY

The number of licensed radio listeners in Norway now exceeds 900,000 compared with 476,000 in 1939. In the early part of World War II, the German occupation powers confiscated all but a few radios. Hence, there were only 13,000 licenses left when the liberation came in May 1945. At the present time, Norway has the highest density of radio license holders in Western Europe.

An independent State institution, The Norwegian Broadcasting Corp. has no commercials or sponsored programs. Its chief revenues are the Kr. 20.—($3.00) annual fee, due to be raised next March, paid by license holders, and proceeds from the 10% sales tax on radio sets.

Five Name Weed

FIVE STATIONS operated by Northern Broadcasting Ltd., Toronto, have appointed Weed & Co. as exclusive U. S. representative. These are CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CHEX Peterborough and CKWS Kingston, all in Ontario. Two television affiliates, CKWS-TV Kingston and CHEX-TV Peterborough, also will be represented by Weed & Co., New York.

CANADA

Philippine Tv Station To Be Orient's Biggest

THE MOST POWERFUL television station in the Orient will be constructed in Manila, P. I., within the next six months by Republic Broadcasting System (DZBB Manila), Robert Stewart, president, has announced. DZBB-TV will be the Philippines' second tv station and will have a power of 30 kw, Mr. Stewart said.

At the same time, Stewart Electronics Labs Inc., of which Mr. Stewart also is president, will set up a manufacturing and assembly plant for tv sets and picture tubes. The factory will employ 250 people and turn out 15,600 tv sets and 36,500 picture tubes annually, he said.

PHILIPPINES

DZBB-TV will have a 500-foot tower and expects to cover most of central Luzon and adjacent islands. A booster station in Cebu will give added coverage over most of the central islands, the Visayas, as well as northern Mindanao, Mr. Stewart said. DZBB-TV plans morning, noon and night programming, and its staff will be trained and supervised from abroad, with Filipino technicians to get special training in the U. S., he said.

The set and tube plant will make fullest use of native materials and will sell sets for a fraction of the cost of imported sets. Excess production will go to other Far East countries such as Japan, Thailand and Indonesia, Mr. Stewart said.

'Our Miss Brooks' Tops Radio Network Listening in Canada

UNITED STATES and Canadian programs shared almost equally in national popularity of evening radio network programs during June, according to the national rating report of Elliott-Haynes Ltd., Toronto. *Our Miss Brooks* led with a rating of 18.9, followed by *Radio Theatre* 18.8, *The Tylers* 14.1 (Canadian), *Great Gildersleeve* 14.1, *Suspense* 12.3, *Share the Wealth* 11.1 (Canadian), *Treasure Trail* 11 (Canadian) and *Championship Fights* 9.2.

CANADA

Evening transcribed shows on a national basis were *People Are Funny* 17.5, *Take a Chance* 15.1 (Canadian), *Bing Crosby* 14, *Fun Parade* 12.8 (Canadian), *Ozzie and Harriet* 12.5 and *Queen's Men* 11.2 (Canadian).

Daytime leading five network shows were *Ma Perkins* 12.5, *Pepper Young's Family* 11.8, *Laura Limited* 11, *Life Can Be Beautiful* 10.6 and *Road of Life* 10.5.

Leading French-language evening network shows were *Un Homme et Son Peche* 32.7, *La Famille Plouffe* 24.6, *Metropole* 22.9, *L'Heure du Coke* 18.1 and *Zezette* 15.7. Daytime leading French-language shows were *Jeunesse Doree* 28.5, *Rue Principale* 27.2, *Vies de Femmes* 23.1, *Francine Louvain* 23 and *Quelles Nouvelles* 18.9.

749,101 Tv Sets in Canada

AT END OF MAY there were 749,101 television sets in use in Canada, according to tabulations of All-Canada Television Ltd., Toronto, based on figures of the Radio & Television Mfrs. Assn., and of local dealers in various parts of Canada. Of this total 427,600 sets were located in southern Ontario, another 46,000 in eastern Ontario in the vicinity of Ottawa, 213,646 in Quebec province, 39,516 in British Columbia, and the balance throughout other sections of Canada.

CANADA

CLEAR CHANNEL ISSUES RETHRESHED N ARGUMENTS ON SKYWAVE PROPOSAL

Nearly all oppose FCC plan to increase protection of Class I clear channel outlets. Jones charges holders of such licenses are enjoying economic prosperity because of years of delay in resolving issues.

TRONG overtones of the ancient battle between clear channels and secondary stations were heard throughout the oral argument on the daytime skywave case last week before the full FCC.

Nearly all parties opposed in one form or another the Commission's proposed report, which would increase protection to Class I clear channel stations by recognizing and restricting daytime skywave interference from secondary stations at sunrise and sunset hours [B•T, July 5]. Highlights of the oral argument included:

• Charge by ex-FCC Comr. Robert F. Jones that clear channel stations are "sultans of spectrum" who have been enjoying economic prosperity through years of delay in the clear channel and daytime skywave proceedings. He contended they are trying to perpetuate this prosperity and change from "pashas to maharajahs" by "sitting on their frequencies."

Appearing as counsel for Restricted Time Radio Station Assn., comprised of North and South Carolina stations, Mr. Jones attacked clear channel lobbying and held one 50-kw station on a clear channel is "an asinine waste of frequencies."

• Call for junking of both the clear channel and daytime skywave cases by Leonard Marks, counsel for a group of limited time stations. Asking for fresh start and consideration of population, area, economic and program conditions as of today, he said use of nearly 10-year-old data is like trying to make a "social decision based on a Calvin Coolidge record."

• Pointed questioning of counsel by Comr. Frieda B. Hennock as to the specific effect of FCC's report on people and places, services lost and gained, programs available. She asked for economic and program data, and justification of clear channel stations, suggesting more local stations might better fulfill requirements of Sec. 307(b) of the Communications Act.

• Defense of clear channel operation in order to serve wide areas and rural listeners by Reed T. Rollo, counsel for Clear Channel Broadcasting Service, and by James E. Greeley, NBC attorney. Both called report's proposed protection insufficient. Their presentations opened the argument, hence could only generally answer anticipated attacks.

• Observation by Comr. John C. Doerfer that if the record shows interference to clear channel stations from secondary outlets on their channels, "isn't that enough to decide this case?" Otherwise, he noted, the concept of "clear channel" is changed because it no longer is clear. "We'll have to call it something else," he said.

• Contention that "cold engineering can't be separated from the warmth of programming" by Harry J. Daly, appearing for Daytime Broadcasters Assn. He said the daytime skywave docket is incomplete because it lacks program data, asked why clear channels should be protected to their 100 uv/m contour daytime when there is reason to believe they don't provide usable service at that distance anyway.

Most arguments before the Commission in the day-long session Thursday amounted to summation of positions set forth in written briefs filed a fortnight ago [B•T, July 12].

In essence, FCC's proposal is in two parts, the first dealing with general principles for prospective applications, the second with whether any new changes in the standard broadcast rules should apply to existing stations and if so, to what extent [B•T, March 15 *et seq.*]. The argument last week dealt only with part one. Written comments on part two are due Aug. 2.

Mr. Rollo's opening argument for CCBS recalled that the organization of independently-owned clear channel outlets first suggested skywave study in 1934, then chiefly concerned with nighttime effect.

Reviewing contention of the CCBS brief that

That Clock Is Omnipotent

EVEN a vice president of the U. S. is not immune to the vagaries of a formal dinner. Vice President Richard Nixon was to deliver a speech to be carried over ABC Radio from the conference of state governors meeting at Bolton's Landing, Lake George, N. Y., last Monday, starting at 9 p.m., EDT. The dinner program was reported to have run overtime and ABC Radio was compelled to cancel the radio broadcast by Vice President Nixon.

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NBC AFFILIATE

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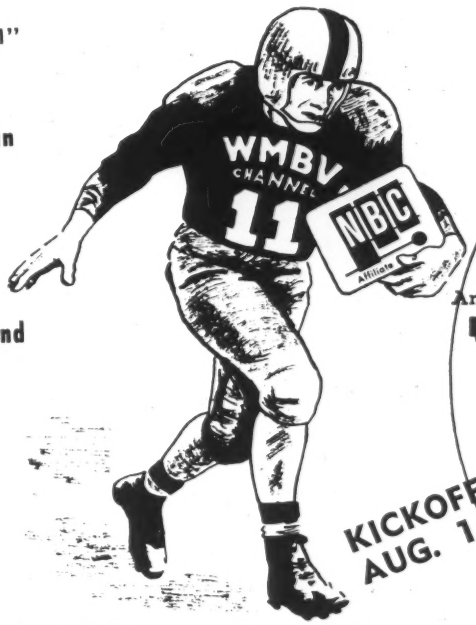

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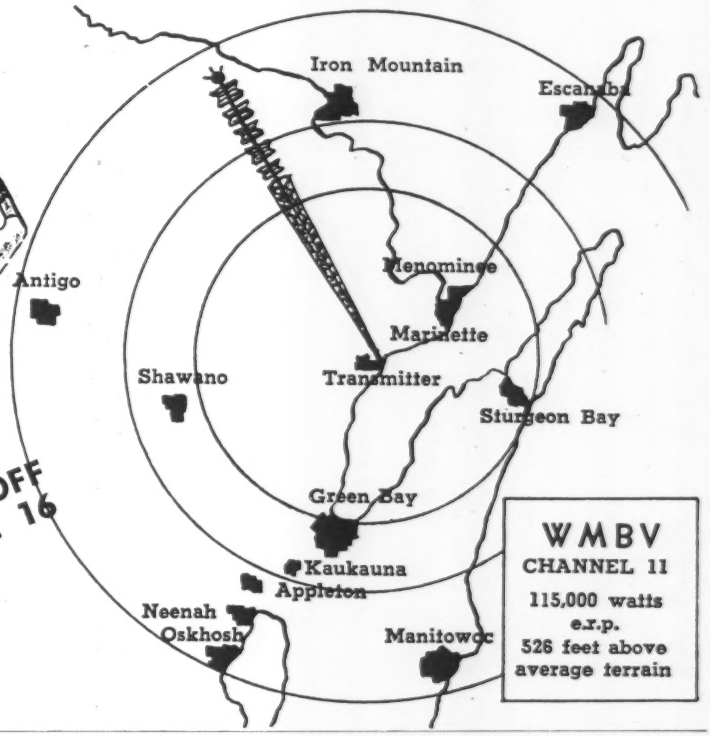

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the FCC proposal is based on an inadequate record and does not afford sufficient protection to the Class I outlets, Mr. Rollo suggested "interim rules" could be adopted pending completion of further study. He urged protection to the 100 uv/m groundwave contour based on 750 kw operation so as not to pre-judge the clear channel decision.

Pressed by Comr. Hennock as to "where in the record is there justification for clear channel stations?" Mr. Rollo explained the separate clear channel proceeding contains considerable material on this point and indicated allocation policy is not at issue in the daytime skywave case.

"What do you do for the United States of America to get this special kind of protection?" Miss Hennock continued, going into program services rendered by clear channel outlets and the needs of listeners.

After Mr. Rollo's summary of clear channel service to wide areas and rural America, Comr. Hennock's query was answered by NBC's Mr. Greeley. He noted that before World War II there were only 40 Class II stations on clear channels while in 1947, when a freeze on processing Class II applications was imposed, there were 150 such outlets. He cited measurements of interference caused by secondary station operation at transition hours and the resulting loss of service.

Mr. Marks, appearing for WOI Ames, Iowa, KLIF Dallas, WLIB New York, WHCU Ithaca, WAIT Chicago, KGBT Harlingen, Tex., WGRD Grand Rapids, Mich., WEEU Reading, Pa., and National Assn. of Educational Broadcasters, pointed out FCC's daytime skywave record omits any evidence on adjacent channel interference as well as distortion of the clear channel stations' own signals at extreme distances.

Obligation is upon FCC to get these facts, he said, a burden that should not be put upon future applicants. Daytime skywave can't be decided separate from the clear channel case, he continued, suggesting both cases be scrapped and a fresh start made to consider conditions today. He explained much of the data in those cases is usable, but it must be brought up to date.

Comr. Hennock suggested Mr. Marks could represent NAEB in such a proceeding and request reservation of educational channels for noncommercial radio stations. Mr. Marks said "that could be explored."

Mr. Daly, holding continued protection of clear channels "hinders the progress of the broadcasting industry," asked that the daytime skywave docket not be "thrown away." He suggested it is incomplete on programming and defective in that it is based upon a groundwave conductivity map no longer used by FCC. Apart from DBA, Mr. Daly also represented Kewanee Broadcasting Co., Pekin Broadcasting Co. and Seminole Broadcasting Co.

Andrew G. Haley, appearing for specific members of DBA, said the report is outdated in its philosophy and is defective, not containing sufficient measurements. "We are no longer a country of DXers," he said, pointing out today's need is for groundwave not skywave service. Regardless of power, skywave will fade, he said.

Provide Primary Service

Mr. Haley suggested processing of Class II applications be resumed, citing more primary service would result. He appeared for KGA Spokane, WINS New York, WHNC Henderson, N. C., KING Seattle, KCMO Kansas City, WKLO Louisville, WNAO Raleigh, N. C., WEEB Southern Pines, N. C., and KLOK San Jose, Calif.

Mr. Jones told the Commission that daytime skywave affects other stations besides the clear channel outlets and all should be afforded protection. Calling for review of the case under today's situations and a weighing of the values of all services, Mr. Jones contended adjacent channel interference is as great as daytime skywave but not one complaint has been heard. "There's something wrong here," he said.

Pointing out secondary stations, because of their restricted operations and burden of producing their own shows, are "only half out of the economic well." Mr. Jones argued Class I-A and I-B outlets have been on economic easy street "in a great big hotel like the Waldorf-Astoria."

"So they walk around, so we'll say, Pasha Sarnoff and Pasha Paley, and all the majarajah individuals with the soft carpets—my, they are disturbed about every little sound they hear on the air. They hold and cup their ear and they can hear the phenomenon of daytime skywave interference getting through the soft rugs," he continued. "That is literally true. I am not trying to burlesque this show because let me show you these pashas who want to become majarajahs and to be protected to the 100 microvolt groundwave contour during these transition periods.

"They put up with adjacent channel interference on a one-to-one basis from other Class I stations of a much more serious nature than the kind of protection they want from the little old whispering" Class II outlets.

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shown by their programming or service that they are entitled to greater protection, Mr. Jones argued the 5 mv/m contour is sufficient protection for all classes of stations and held the clears would be injured the least. If daytime skywave is so injurious, he said, FCC would have heard objections from other stations too. He admitted, however, there is need for some clear channel stations and service.

David S. Stevens, appearing for American Broadcasting - Paramount Theatres Inc. and KOA Denver, held the report is a reasonable compromise.

Charles Dale, ex-governor of New Hampshire and owner of WHEB Portsmouth, N. H., expressed fear of what the daytime skywave precedent could lead to, even though existing stations generally would not be affected. He argued for local stations familiar with local needs, rather than 1,000-mile skywave service.

Paul Dobin, arguing for Federal Communications Bar Assn., skirted merits of the report but warned procedures involved may be illegal if modification of existing station licenses becomes involved.

Alternative Method Offered

Russell Rowell, appearing for WCKY Cincinnati, offered an alternative method of handling transition interference which would allow the dominant station to provide more service. He said FCC's report causes more harm than actual conditions today and offered details of WCKY areas and populations to illustrate his argument.

Glen A. Wilkinson, appearing for KSL Salt Lake City, related need for KSL's Class I-A clear channel service in the inter-mountain area. Explaining KSL "is not one of the so-called 'fat calves' of the industry," he said Mr. Jones' argument was not realistic.

Mr. Wilkinson said CCBS need not apologize for lobbying, a normal part of governmental procedure, and noted the *Congressional Record* shows a "great deal of activity" by Senators and Congressmen from North and South Carolina, the Jones stations' areas.

Seymour Kreiger, in separate arguments for WOSU Columbus, Ohio, and WDGY Minneapolis, indicated the daytime skywave ruling is premature to a clear channel decision.

Eugene F. Mullin Jr., counsel for WNYC New York, WVOK Birmingham and WBAM Montgomery, Ala., said Class II stations also get daytime skywave interference and are entitled to protection.

William Thompson, arguing for KLRA Little Rock, Ark., backed FCBA's procedural stand and expressed fear of precedent the report may set which could affect KLRA.

Arthur Scharfeld, counsel for WHKK Akron and WCAR Pontiac, Mich., charged the proposed report would eliminate limited time stations and included no hint of a grandfather clause to protect those existing now.

He cited eventual show cause orders or renewal proceedings that would ensue to bring limited timers into line with the new rules and contended such proceedings would have to reargue daytime skywave merits or else constitute illegal modification.

Mr. Scharfeld attacked FCC's use of "bonus hours" as a new term indicating FCC gratuity to limited time stations to broadcast after local sunset, but he was assured by Chairman Rosel Hyde such interpretation was not intended by the Commission.

Arguing daytime skywave historically, and now, is a policy matter that cannot be determined on the basis of engineering testimony alone, Mr. Scharfeld said the case should be re-joined with clear channel. He said the

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Liver Extract—treatment of pernicious anemia.
Fibrin Foam—controls bleeding during surgical operations.
Gastric Mucin—treatment of many stomach afflictions, notably peptic ulcer.
Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).
Diastase—aids in promoting starch digestion.
Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.
Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.
Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.
Rennet—aids in milk digestion.
Estrogenic Hormones—treatment of certain conditions arising out of the menopause.
Progesterone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.
Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.
Suprarenal Cortex Extract—used in the treatment of Addison's Disease.
Benzoinated Lard—widely used as a medicinal ointment base.
Cholesterol—starting material for the preparation of many hormones.
Lipase—aids in promoting fat digestion.
Trypsin—used in surgery to aid in cleaning up wounds.
Bone Marrow Concentrates—treatment of various blood disorders.
Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

Communications Act does not provide a basis for difference in allocation principles and noted am differs from tv. The latter, to provide one service to each community, should be used also for am, he said.

John P. Carr, who was to argue for WJJD Chicago, A. Earl Cullum Jr., Storer Broadcasting Co. and Mid-Continent Broadcasting Co., gave his time to Mr. Scharfeld to extend his presentation.

Maurice R. Barnes, attorney for WKAR East Lansing, Mich., Michigan State College station, opposed a decision separate from clear channel and said the present record does not show whether Class I gains would not be more than offset by Class II service area-population declines.

William J. Dempsey, appearing for WBAL Baltimore, WHDH Boston, KWK St. Louis, KTHS Hot Springs and KWKH Shreveport, La., recited Mr. Cullum's engineering study of the FCC report [B•T, June 14].

Robert M. Booth Jr., appearing for WLAC Nashville, cited severe sunset interference suffered by that outlet, suggesting an ad hoc committee to review the skywave problems.

Petersburg Argument July 30

ORAL argument on the initial decision preferring WSSV Peterburg, Va., for ch. 8 there over competitor Petersburg Television Corp. was scheduled last week for July 30 before the Commission *en banc*. WSSV was preferred initially on grounds of programs and ownership integration [B•T, May 31]. Petersburg Television is under common ownership of WLEE Richmond, WITH-AM-TV Baltimore.

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POTTER, IKE TALK ON UHF PROBLEMS

President is sympathetic to lifting 10% Federal excise tax on uhf tv receivers; Potter conference with Justice Dept. is to be arranged.

THE WHITE HOUSE is sympathetic to the proposal that the Federal excise tax be removed from uhf tv receivers, according to Sen. Charles E. Potter (R-Mich.) who conferred with the President last Thursday.

The excise tax removal proposal came before the Potter group during its recently concluded hearing on uhf.

The Senate Finance Committee still has pending before it an amendment asking for the tax elimination. It is sponsored by Sen. Edwin C. Johnson (D-Colo.).

At the same time, Sen. Potter revealed that the subcommittee would confer with the Justice Dept. in an effort to work out an arrangement whereby a voluntary conference of set makers could be set up.

The aim of such an arrangement would be an eventual voluntary agreement among receiver manufacturers to produce only tv sets which could receive uhf as well as vhf.

Subject to Anti-Trust?

Justice would be involved because there is a question of whether such an agreement would be subject to the Government's anti-trust laws.

This recommendation, also made during the Potter uhf hearing, gained an intense interest from the Senators on the subcommittee.

While Senators are receptive to the set maker conference plan, the industry's trade spokesman, Radio-Electronics-Television Mfrs. Assn., opposes the proposal on the grounds it would compromise the tv set manufacturer's relationship to anti-trust laws and that it would bring Government interference in the free market place, possibly restricting an individual firm's ability to compete.

President Eisenhower's interest in the proposal to lift the 10% tax on tv sets at the manufacturing level was mentioned to newsmen by Sen. Potter. The Senator said the President was "not unfavorable" to the recommendation. This White House backing was received in advance of a closed session to be held on uhf by the Potter Subcommittee tomorrow afternoon (Tuesday).

As Sen. Potter emerged from the White House after 6 p.m., newsmen, sniffing an angle on the McCarthy-Army controversy, had their hopes deflated when the Senator said he talked with the Chief Executive strictly as chairman of the Senate Communications Subcommittee.

The conference was for the purpose of bringing the President up-to-date on uhf because of Administration interest.

Sen. Potter said the President expressed great interest in the current uhf study and listened intently to recommendations and suggestions which had been made and which are now to be weighed by the subcommittee.

The Senators on the subcommittee are expected to take their first independent look at uhf tomorrow, now that they have gathered facts and opinion during their detailed open hearing and later in the closed-door session with the FCC a fortnight ago [B•T, July 12].

The subcommittee may be closeted in still further executive sessions, depending on its rate of progress in efforts to find short-range means to help uhf over financial and/or operational humps.

Uhf Extensions

CONTRARY to its earlier "get-tough" policy toward television permittees seeking extension of time in which to complete construction of their facilities, FCC last week awarded six-month extensions to four uhf stations. One extension, for ch. 19 held by New York State Democratic Chairman Richard H. Balch, included replacement of a permit which had expired. Other extensions went to ch. 48 WJOL-TV Joliet, Ill., ch. 52 KCOA (TV) Corona, Calif., and ch. 63 WAZL-TV Hazleton, Pa.

Jackson Documents Criticism of CBS, NBC

AN ARTICLE urging "potential" television advertisers to write Congress and give their viewpoints on what it described as a "monopoly" in television by NBC and CBS and their advertisers, was entered in the *Congressional Record* last week by Rep. Donald L. Jackson (R-Calif.).

The article appeared in an issue of *Spotlight*, a twice-weekly circular published by the Committee for Constitutional Government Inc., 205 E. 42nd St., New York. Bylined by Paul Manning, described in an editor's note as a newspaper writer and columnist with a long background in radio and tv for both commercial clients and public affairs programs, the article referred to a threatened monopoly by NBC and CBS and by advertisers who are able to afford "coveted national time" on the two networks.

Rep. Jackson entered the *Spotlight* editorial in the *Record* with no comment of his own. It asked "less influential manufacturers" and the public to request government action on the uhf-vhf problem, particularly of Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications subcommittee, and Sen. John W. Bricker (R-Ohio), chairman of the parent Senate Commerce Committee (see possible network probe story, page 31).

"It is apparent that under present conditions, television will shortly become the property of two networks and a relatively few powerful very high frequency tv stations," *Spotlight* said, referring to testimony to this effect recently before Sen. Potter's group.

The article blamed what it said was the NBC and CBS monopoly on their hold on radio before television came along and on the FCC's 3½-year freeze on tv, which it said worked to the benefit of NBC and CBS because single stations were given absolute monopolies in 40 markets and 11 more cities had only two stations, with most of these 62 tv stations owned by radio interests affiliated with NBC and CBS. NBC and CBS gained an almost exclusive franchise in 51 of 63 markets and an advantage in 8 of the remaining 12, the article added.

Spotlight questioned whether television will continue to become the exclusive sales medium of only "a handful of manufacturers," because of the competition among manufacturers for the "few hours of prime television time" on the two networks.

If the monopoly trends continue and the two smaller networks (DuMont and ABC) become weaker, the article indicated, American tv will move toward the British type of tv.

"The Potter Senate Subcommittee should take action to effect a fairer division of station time between the four networks," *Spotlight* said.

The article cited instances where it said uhf stations had been squeezed out by vhf in intermixed markets.

FCC's Probe of Lamb Argued Before Court

REQUEST that the U. S. Court of Appeals continue the temporary stay against the FCC's investigation of broadcaster - publisher - industrialist Edward Lamb was argued last week in Washington.

Stay was granted in the U. S. District Court in Washington pending "perfection" of an appeal by Mr. Lamb against that court's ruling denying the issuance of an injunction against the FCC [B•T, June 21]. Attorneys for Mr. Lamb asked that the stay be continued until the higher court rules on the merits of the case.

Mr. Lamb has been charged by the FCC with falsely denying in previous Commission hearings that he was a communist or communist sympathizer. The Commission set July 28 for a hearing on that charge in the license renewal of WICU (TV) Erie, Pa., one of Mr. Lamb's broadcast properties. Mr. Lamb has flatly denied the allegations.

Earlier last month, Mr. Lamb asked the District Court to enjoin the FCC from holding that hearing. Attorneys for Mr. Lamb raised questions regarding the FCC's authority to enquire into the purported communist activities. They also challenged the Commission's right to proceed in a renewal case; they claimed the FCC should have instituted revocation proceedings so that the burden of proof would be on the agency rather than on Mr. Lamb.

This request was denied by Federal Judge Edward A. Tamm on the ground that Mr. Lamb had not exhausted his administrative remedies [B•T, June 14]. However, Judge Tamm issued the temporary stay later.

Argument last week was before Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and John A. Danaher.

Representing Mr. Lamb was Russell Morton Brown, associate of J. Howard McGrath, counsel for Mr. Lamb and executive vice president of Lamb Enterprises. Mr. Brown repeated the arguments against the Commission's action.

These were that the FCC did not have the authority to pursue an investigation of this kind, that the Communications Act forbade the Commission from inquiring into matters previously raised, that the Commission should have proceeded under the provision of Sec. 312 rather than Sec. 309, thus accepting the burden of proof itself rather than placing it on Mr. Lamb.

Gist of Mr. Brown's argument was that the FCC hearing might be intemperate and that he wanted the court to "temperately" consider the questions he raised. This was an obvious reference to Mr. Lamb's charges that the FCC investigation and charges were inspired by FCC Comr. John C. Doerfer for partisan political purposes. Mr. Lamb made he same allegations before the Senate Commerce Committee weighing Mr. Doerfer's qualifications for reappointment to the Commission [B•T, June 28]. These were denied by Mr. Doerfer, who was confirmed by the Senate without opposition.

Richard A. Solomon, FCC assistant general counsel, argued against granting a further temporary stay. Hearing is scheduled to look into the charges, Mr. Solomon said, and he asked the court not to interferere with administrative proceedings.

Four Sales Approved By FCC During Week

FCC last week approved the sales of WHKC Columbus, Ohio; WDAK-TV Columbus, Ga.; WCIO-TV Detroit, Mich., and WLCX La Crosse, Wis.

WHKC was sold to WTVN (TV) there for $258,000. WTVN is a subsidiary of Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV Cincinnati and 30% owner of KBIR Knoxville, Tenn., applicant for a new station on ch. 10 there [B•T, June 21]. Radio Cincinnati is owned by the Taft family, which also publishes the *Cincinnati Times-Star*.

Control of WDAK-TV ch. 28 was transferred from equal partnership of Martin Theatres of Ga. Inc. and Radio Columbus Inc. to Martin Theatres through purchase of 25% interest for $53,000. Martin Theatres now will own a 75% interest.

WCIO-TV (ch. 62) was bought by Woodward Broadcasting Co. for $1 from UAW-CIO Broadcasting Corp. of Michigan. Woodward, headed by Detroit department and drug store operator Max Osnos, has petitioned FCC to allocate ch. 79 to Toledo, where it proposes to build a new station. Woodward's bid for ch. 50 at Detroit was dismissed with prejudice by the FCC last week.

At La Crosse, WLCX was sold by Bermac Radio Inc. to Ottumwa Telecasting Corp. for $30,000. Ottumwa firm is headed by Ray L. Phillippe, vault manufacturer, and his family.

MASSACHUSETTS' industrial and recreational advantages were described by Gov. Christian A. Herter (c) and Allan Jackson (2d l) when the latter aired his CBS Radio *Allan Jackson and the News* from WEEI Boston studios. L to r: Harvey J. Struthers, WEEI general manager; Mr. Jackson; Gov. Herter; George A. Gallagher, president of the Managers Assn. of Metropolitan Life Insurance Co., sponsor of the CBS news show, and Jerry Crowley, Metropolitan advertising promotion manager.

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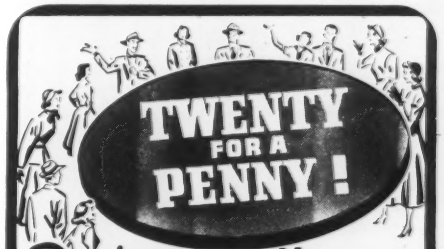

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NEW HEARING PROCEDURE OBVIATES NEED FOR 'POINTS OF RELIANCE,' OTHER DATA

Applicant may submit his case affirmatively in writing, with oral testimony limited to clarification of any doubtful points, plus cross examination and rebuttal under new FCC hearing rules.

A VASTLY simplified hearing procedure was announced by the FCC last week, effective upon publication of the new rules in the *Federal Register*.

The new rules provide for the presentation of an applicant's affirmative case in writing, with oral testimony limited to (a) an "explanation" of any dubious points in the written matter, (b) cross examination, and (c) rebuttal.

Eliminated were the disputed "points of reliance" requirement and the submission of supplementary information required by the McFarland letters.

The Commission also extended the cut-off date for the filing of new applications in hearing cases from 30 days to 60 days. This also was made the time minimum between designation of a case for hearing and the beginning of that hearing.

Overhaul of its hearing methods, long a subject of debate between the Commission and members of the radio-tv bar, came after a series of meetings and studies between the FCC legal staff and the Practices and Procedures Committee of the Federal Communications Bar Assn. [B•T, May 31, 10, 3, April 26, 5 and CLOSED CIRCUIT, Feb. 1].

The original concept, put into practice early in 1953, was designed to shorten hearings, reducing them to essential differences among the applicants, and to hold the record to manageable lengths. This followed the recommendations of the Judicial Conference of the U. S. in 1951 and the President's Conference on Administrative Procedure in 1953.

Wrangles Developed

This procedure called for the Commission to determine the legal, financial and technical qualifications of an applicant, and then to order a hearing on comparative plus other issues if required. First move was to hold a conference among the parties and the examiner, at which time arrangements were made to exchange exhibits. This was followed by each applicant submitting points of reliance to show in detail his superiority over competing applicants. The examiner then issued a course of hearing order and the actual taking of testimony began.

Unhappily, wrangles over the exact details of points of reliance caused long delays and produced so many additional pleadings to the Commission that many hearings ran far beyond the lengths considered normal in pre-expediting days.

The points of reliance situation came to a head in the Miami ch. 7 and the Charlotte, N. C., ch. 9 cases. There, attorneys for applicants submitted what the Broadcast Bureau of the FCC called skeleton points of reliance. These were, however, accepted by the examiners in the cases. The Broadcast Bureau asked the FCC to overrule the examiners and an oral argument before the full Commission was held last May. The Commission ruled then that although the points of reliance under scrutiny did not meet the "specificity" requirements of its rules the hearings should go ahead. It said that it was studying its procedures and that no useful purpose would be served by further delaying the two hearings.

Last week's changes apply immediately to new hearings. Where hearings already have been designated, but hearing conferences have not yet been held or have been held but not completed, the examiner may use the new rules at his discretion.

The Commission pointed out in its announcement last week that hearings still will begin with its review of the legal, financial and technical qualifications of applicants.

In discussing the establishment of a written case, the Commission said:

The Commission is of the view that the hearing process would be materially expedited if each applicant were required to exchange with other parties to the proceeding his entire direct case in writing in the form of exhibits under oath prior to the oral portion of the hearing. Such exhibits may include material in the form of testimony of witnesses pertaining to their background, experience and proposals. We use the term "direct case" in this context to include only the evidence describing the proposal being advanced by applicant . . . such exchange of written material will establish the basic framework of the case in a manner that will avoid the possible competitive disadvantage that might otherwise result to the applicant required to put in his case first in a comparative hearing.

Direct oral testimony will be limited, the Commission said, to "appropriate qualification and explanation" of the written exhibits as may be necessary and to testimony on the affirmative case in the case where the written exhibit is rejected in whole or in part by the examiner on grounds of competence, lack of materiality or relevance.

The pre-hearing conference has been expanded, the Commission said, and will cover such matters as the following in the hopes of shortening the hearing:

(1) Narrowing the issues or the areas of inquiry and proof at the hearing; (2) admissions of fact and of documents which will avoid unnecessary proof; (3) the method of handling reports and letters relating to surveys or contracts; (4) assumptions regarding the availability of equipment; (5) network programming; (6) assumptions regarding the availability of networks proposed; (7) offers of letters in general; (8) the method of handling evidence relating to the past cooperation of existing stations owned and/or operated by the applicants with organizations in the area; (9) proof of contracts, agreements, or understandings reduced to writing; (10) stipulations; (11) need for depositions; (12) the numbering of exhibits; (13) the order of offer of proof with relationship to docket number; (14) such other matters as will be conducive to an expeditious conduct of the hearing.

Oddly enough, there is only one tv case in which a hearing has not yet been designated. This involves four applicants for ch. 10 in Parma-Onandaga, Mich. There are another dozen hearings, already designated, where hearings have not yet commenced or have not terminated, thus giving examiners the opportunity to use the new procedures.

Lamb-Sutton Exchange

EDWARD LAMB, Toledo, Ohio, broadcaster and industrialist, and publisher of the *Erie* (Pa.) *Dispatch* threatened to sue Rep. Pat Sutton (D-Tenn.) last week when Mr. Sutton in a 26½-hour Democratic primary campaign talkathon on six radio and two tv stations in Nashville referred to Mr. Lamb as an "avowed communist." Mr. Lamb said he would file criminal and civil action against Mr. Sutton unless the Tennessee congressman retracted and apologized.

Mr. Sutton made the statement Monday night. He offered a public apology the next night, according to Nashville broadcasting sources. A similar apology and statement that the stations were not responsible for Mr. Sutton's remark were also broadcast by the stations involved the same night.

J. Howard McGrath, former Attorney General of the U. S. and counsel for Mr. Lamb, said Thursday in Washington that until he had heard from Mr. Lamb's attorneys in Nashville, he could not comment on the matter.

State Dept. Meeting To Preview Mexico Talks

INFORMAL meeting to discuss preparation for the Oct. 28 U.S.-Mexico standard broadcast conference in Mexico City will be held at the State Dept. in Washington this Friday, it was announced last week by State Dept. and FCC. Industry representatives and station licensees are invited to participate.

The notice pointed out that all countries in the North American region excepting Mexico and Haiti are signatories to the 1950 North American Regional Broadcasting Agreement. It explained "preliminary negotiations between the U.S. and Mexico, aimed toward reaching a definite understanding between the two countries on the common use of the standard broadcasting band, have now progressed to a point where the government of Mexico has issued an invitation to the government of the U.S. to attend a conference at Mexico City for the purpose of negotiating a bilateral agreement on standard band broadcasting."

Friday's meeting at State Dept. will commence 10 a.m., main conference room, 11th floor of Annex 17, 1778 Pennsylvania Ave. N.W.

'Gazette' Files Application To Buy All of KCRI-AM-TV

APPLICATION for FCC approval of the purchase of full ownership of KCRI-AM-TV Cedar Rapids, Iowa, for $101,500 was filed with the FCC last week by the *Cedar Rapids Gazette*, present 30% owner of the stations.

The newspaper proposed to buy the 70% stockholdings now owned by 11 other principals, including motion picture exhibitor Myron N. Blank and Harrison E. Spangler, former Republican National Committee chairman.

The *Gazette's* present 30% ownership resulted when it and the Cedar Rapids Television Co. merged their applications for Cedar Rapids' ch. 9 last year. Following the tv grant, the newspaper sold its am and fm stations

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(KCRG and KCRK, respectively) to the tv grantee for $100,000.

The Gazette Co. showed total assets of more than $2.5 million for the same date, reported it made in excess of $200,000 after taxes in 1953 and 1952.

KCRI went on the air in December 1947, operates with 5 kw on 1600 kc and is affiliated with MBS. KCRI-TV began Oct. 15, 1953, and is affiliated with ABC and DuMont.

Private Relay Link Is Denied by FCC

WHERE the cost of common carrier network relay links are too expensive for remote area tv stations, FCC should allow private systems on a case by case approach, Comr. John C. Doerfer stated last week in dissent to a majority ruling denying a private link sought by North Dakota Broadcasting Co.

Firm wanted to link its Fargo studios for ch. 4 KXJB-TV Valley City with Minneapolis network source by a nine-station microwave radio relay system at a cost of about $250,000, but the Commission noted American Telephone & Telegraph Co. facilities would be available this fall and questioned the financial capacity of the tv firm to build its own relay. FCC's rules allows private relays only on an interim basis pending availability of AT&T service.

North Dakota Broadcasting also operates ch. 13 KCJB-TV Minot, N. D.

In his dissent, Comr. Doerfer observed:

I would grant the application. Apparently the applicant's proposal is about the only way to develop live television service with network programming in the wide open spaces. The record discloses that the applicable tariffs of a common carrier service are prohibitive under the circumstances. Although these tariffs may be reasonable as an overall schedule, they do not permit the economic development of a complete television service in the sparsely settled parts of this country. The facts and circumstances in the instant application suggests to me either an exception to the rule (Sec. 4.631(c)) or a case by case approach until a feasible solution is found.

Appeals Court Orders KPLN Transfer Stayed

THE FCC erred in denying the protest of Camden Radio Inc. (KAMD Camden, Ark.) against the transfer of daytimer KPLN in the same city from Leo Howard to D. R. James Jr., the U. S. Court of Appeals ruled last week.

It ordered the FCC to give KAMD (250 w on 1450 kc) a hearing on its protest and remanded the case to the Commission. It told the Commission that until the protest hearing is held, its transfer grant of last year "will be automatically stayed." KPLN has been operating under the ownership of Mr. James since mid-May last year. It broadcasts with 1 kw on 1370 kc, daytime only. Just what the FCC will do in this regard was undetermined at week's end.

KAMD's protest against the FCC's approval of the transfer was based on the claim that the Commission knew of misrepresentations on the part of Mr. Howard in securing the 1951 CP and that it should have revoked the grant, not authorized its transfer to a new party.

The court, by Circuit Judge Wilbur K. Miller in which Judges E. Barrett Prettyman and John A. Danaher joined, said the fact that KPLN and KAMD were both competitors in the same market and that KAMD claimed it would suffer economic injury "was sufficient to identify it as a party in interest entitled to be heard in protest."

MORE OPINION ON RADIO–TV COVERAGE

Words of praise heard for media last week as critics sound discordant note.

MIXED opinion on whether radio-tv ought to be present at Congressional investigating committee hearings was expressed last week by witnesses appearing before a Senate Rules subcommittee.

The Senate group is holding weekly hearings on ways and means to overhaul committee procedures, particularly of investigations.

Highlights of lasts week's hearings included opposition to tv by Sens. Leverett Saltonstall (R.-Mass.) and John C. Stennis (D-Miss.); eloquent defense of the medium by two Congressmen and a spokesman for the Veterans of Foreign Wars, and apparent agreement among all that radio recordings are acceptable.

At the same time, it was understood that the subcommittee, headed by Sen. William E. Jenner (R-Ind.), expected to schedule NARTB and other broadcast representatives (including ABC, CBS and NBC) early in August.

Sen. Saltonstall in testifying before the subcommittee said he thought the Jenner group might wish to explore whether a witness compelled to testify before Congressional committees, might also be required to submit without his consent "to any form of recording or reproduction of his testimony."

Although he objected to televised hearings, Sen. Saltonstall said he had no objection to recordings made for radio broadcasts.

Outspokenly in favor of televised congressional hearings were Reps. Harold H. Velde (R-Ill.), chairman of the House Un-American Activities Committee, and Kit Clardy (R-Mich), a member of the Velde Committee. Also advocating television at hearings was Francis J. McNamara, of the VFW.

Rep. Velde said his House Un-American Activities Committee doesn't "force people to be televised in public hearings." "At the present time," he said, "it seems that the television technique has so advanced that it causes less confusion than some of the newsreel cameras, which have to have a great deal of light."

The Illinois Republican has gone on record in the House as praising radio, television and the press in their coverage of his committee's hearings June 14-20 in Seattle and Portland [B•T, July 12].

Will Let People Judge

Said Rep. Clardy: "A demogogue would be a demogogue whether he has a television camera in front of him or whether he is on the stump back in his district or whether he is speaking from the floor. . . ." But the glare of television lights and the camera, he said, let people see him in the best way to judge him.

"I think it would be a step backward," he continued, "to say that our technical progress is to be stopped by a legislative rule or by a law which says that a new medium of communication is to be handicapped and prevented from getting into the race."

The use of tv "has inspired the press to give fuller and more complete reports than they otherwise would do." And in localities where congressional hearings have been televised, he said, more newspapers have been sold.

"The only way we can make the public fully understand the workings of Congress is to let them see it with their own eyes," he said.

Robert L. Kunzig, counsel of the House Un-American Activities Committee, testified on the rules of procedure adopted by that group.

The committee's rule on tv (Rule XIII) restricts cameras to two, requests a minimum of lighting and demands tv production to be on a pooled basis. It also bars use of commercial announcements or intimated sponsorship of the hearings. And upon a witness' request that no telecast be made of him, the chairman is required to uphold the demand.

Commenting on these rules, Mr. Kunzig said that it was obvious that sometime in the future, tv cameras would operate from within "recesses in the walls and without disturbing a witness in the slightest. Even today, television cameras need no more light than that which is regularly present in any courtroom."

Mr. Kunzig claimed that in every instance where the committee's hearing was telecast, the event evoked much mail from the public with most of it favoring the Congressmen who took part.

Mr. McNamara said the VFW believes televised hearings are beneficial, that tv is a legitimate news service and should be admitted wherever the press is admitted.

On the subject of a Congressman "hamming" before the video camera, he said, "Let him do it if he wants. The American people will judge." The overall effect, he said, would be to lift and improve the standards in Congress.

Referring to the present policy of turning the camera away from a person who requests it, he said that any nervousness a witness feels

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soon will disappear, just as it has disappeared before the radio microphone.

Mr. McNamara said he didn't think it was "valid that a television picture or a still picture of a witness testifiying invades his privacy."

Sen. Stennis, while he thought telecasts and motion picture coverage of news events "serve a very fine purpose and that those engaged in this enterprise do very fine work," said he was convinced that "Congress should not permit televising or showing by motion picture camera of its official proceedings, including the proceedings of its committees and subcommittees."

Sen. Stennis said telecasting of hearings "create a condition and an atmosphere which make it impossible for the committee members, the witnesses and the staff members, to function at their best."

The Senator said hearing proceedings are semi-judicial in character. Hearings usually are conducted in a serious vein, he said, "but when television cameras are turned on, the entire atmosphere of the proceedings changes." Witnesses, staff members and committee members are conscious of the millions of viewers—"at times there is competition for the limelight. The director of the camera determines who and what shall be 'featured.' "

As a result of telecasts of committee proceedings, Sen. Stennis said, "the public gets a distorted view and impression." There's a tendency to make the telecast a good show, he said, and "some may be entertained, but the impression as a whole is very bad indeed, and degrades the Congress in the eyes of the people."

Congress, Sen. Stennis said, "is on trial concerning this serious question. We should not delay the matter any longer. We should put our house in order." Otherwise, he said, the Congress "will no longer have the respect and confidence of the people" once hearings fall into disrepute.

The Mississippi Democrat also turned a critical eye on the permission granted by Sen. Karl Mundt (R-S. D.) for broadcast stations to permit sponsorship of the McCarthy-Army hearing. This, he considered to be "a regrettable fact," saying:

"I am sure that this is a very practical problem [cost of coverage] for the broadcasting companies, but at the same time it puts a commercial stamp on an official proceeding, something that should not be permitted under any circumstances, and which is very unfair to the competitiors of the sponsor."

Answering a question from Chairman Jenner, Sen. Stennis said he had no objections to recordings made at hearings for radio broadcasts.

Turner Out, Kerr In

FORMER Oklahoma Gov. Roy J. Turner (minority interest, KWTV [TV] Oklahoma City) dropped out of Oklahoma's Democratic primary run-off for the U. S. Senate nomination last week, giving his reason as lack of campaign funds. His withdrawal from the July 27 run-off primary gave the nomination to Sen. Robert S. Kerr, Democratic incumbent, who had led Mr. Turner by a substantial margin in the initial primary July 6 [B•T, July 12]. Sen. Kerr must run in the general election in the fall, but in Oklahoma the Democratic nomination is tantamount to victory. Sen. Kerr holds stock in WEEK Peoria, Ill., and also in Central Plains Enterprises Inc., Tulsa, tv permittee for ch. 2 there.

WFEA Answers Newspaper's Complaint Before FCC

WFEA Manchester, N. H., which has been cited in a complaint filed with the FCC by the Union Leader Corp., Manchester newspaper firm [B•T, June 21], told FCC Thursday "it will continue to maintain its fearless attitude of reporting the facts concerning public issues."

Answering the newspaper, which asked FCC to probe the record of WFEA and to revoke its license, the station said William Loeb, newspaper publisher, "is merely trying to invoke the weapon of a dictator in closing a radio station that has the temerity of disagreeing with him."

WFEA contended its commentator, George Christie, had offered time to the paper to debate the controversial matters cited, and claimed the cited transcripts bear out the station's policy of presenting both sides of a case.

Piano Course Challenged

A NEW YORK firm's claim among others that its mail course can teach a person to play the piano with both hands in one day was challenged last week by the Federal Trade Commission, which said "false and misleading" advertising had been used in newspapers, periodicals and radio continuities.

The FTC charged Dean Ross Piano Studios Inc. and its president, Leonard Green, with making the claims in sale of a booklet and a device designated as its "Automatic Chord Selector."

Two WCAN-TV Attacks Hit Milwaukee Merger

Uhf outlet appeals denial of its application to switch to ch. 12 and protests grant of the facility to a merger of competitors. It also charges 10 tv stations are linked with the merger group.

TWO-PRONGED attack on the FCC's grant of Milwaukee ch. 12 to the merged Milwaukee Area Telecasting Corp. [B•T, June 14]—including a charge that common ownership of 10 tv stations may be involved—was launched by ch. 25 WCAN-TV Milwaukee last week.

The uhf station filed an appeal with the U. S. Court of Appeals in Washington against the FCC's return of its application seeking to modify its grant from ch. 25 to ch. 12, and it also filed a protest under Sec. 309 (c) against the FCC's grant of the Milwaukee ch. 12 facility to the merged applicant.

The appeal objected to the Commission's refusal to accept its application on the ground that no applications may be received 30 days before a hearing starts. There were four applicants for Milwaukee's ch. 12 at the outset but they merged last May. Under FCC rules, the merged application is kept in hearing status. WCAN-TV claimed that the hearing given to the merged Milwaukee Area Telecasting Corp. was token, and that the 30-day rule should not apply. It also alleged that the amended Milwaukee Telecasting application (filed to indicate the merger agreement) should be considered a new application, without benefit of the 30-day "umbrella" clause.

Using the same arguments to justify its right to protest, WCAN-TV questioned (1) the financial ability of Milwaukee Telecasting to construct the proposed ch. 12 station, (2) whether Milwaukee Telecasting was the real "party in interest" in the grant, and (3) the propriety of the $30,000 payment promised Kolero Telecasting Co.

Station Interlocking Charged

Grant of Milwaukee ch. 12 to the merged Milwaukee Telecasting applicant results in the direct or indirect interlocking of 10 tv stations WCAN-TV charged.

The stations, in addition to the proposed Milwaukee outlet, are the following, the Milwaukee uhf station claimed: WCCO-TV Minneapolis-St. Paul, WCBS-TV New York, WBBM-TV Chicago, KNXT (TV) Los Angeles, WTOP-TV Washington, WDSM-TV Duluth, WREX-TV Rockford (Ill.) and KULA-TV Honolulu.

WCAN-TV outlined the inter-relations in the following manner: Milwaukee Telecasting will be 30% owned by WEMP Milwaukee. WEMP is 24½% owned by the Minnesota Tribune Co. Minnesota Tribune Co. owns 50% of Mid-Continent Radio and Television Inc., which owns 53% of WCCO-TV. CBS owns 47% of WCCO-TV, which brings in CBS other tv station interests (New York, Chicago, Los Angeles, Washington). Northwest Publications Inc., which owns the other 50% of Mid-Continent Radio and Television Inc. wholly owns Ridson Inc., permittee of WDSM-TV Duluth.

Also, WCAN-TV alleged, Rolondo F. Gran, 38.5% stockholder of the original Milwaukee Telecasting application (which will own 30% of the merged group), was until recently 22% owner of WREX-TV Rockford. This was

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transferred to his son, the Milwaukee ch. 25 station said.

Also, WCAN-TV said, through the business and family relations of Hope D. Pettey and Evelyn H. Dolph, stockholders of WFOX (which will also be a 30% stockholder in the merged corporation), WMT-TV Cedar Rapids and KULA-TV Honolulu are involved.

Possibility of overlap between the proposed Milwaukee ch. 12 station and WBBM-TV Chicago and WREX-TV Rockford also was raised by WCAN-TV.

The merger agreement in the Milwaukee ch. 12 case also provided that Kolero become a 10% owner.

WCAN-TV, which began operating on its uhf channel last year, is owned by Lou Poller and associates. The station also is a participant in the Whitefish Bay, Wis., ch. 6 case. This came about after the uhf station fought the assignment of the vhf channel to the Milwaukee suburb.

31st Educational Tv Granted at Detroit

THE 31st noncommercial educational tv grant was issued by the FCC last week to Detroit Educational Television Foundation for uhf ch. 56 at Detroit.

The new tv station will operate with effective radiated power of 214 kw visual and 115 kw aural. The application disclosed that Detroit Public Schools and the U. of Detroit will provide the building facilities.

Meanwhile, new applications for noncommercial operation on ch. 10 at Onondaga, Mich., and ch. 10 at Birmingham, Ala., were filed with the Commission last week.

Applicant at Onondaga is the Michigan State Board of Agriculture, governing body of Michigan State College of Agriculture & Applied Science. Michigan State, licensee of noncommercial educational WKAR-AM-FM-TV East Lansing, has petitioned the FCC for rule-making procedure, requesting that ch. 10, assigned to Parma-Onondaga, be designated as an educational channel [B•T, July 5]. In the event this petition is denied, Michigan State proposes to operate the commercial ch. 10 facility on a 100% sustaining basis.

Four Seek Ch. 10

Ch. 10 presently is in contest among four commercial applicants, although formal hearing has not been scheduled. Seeking the facility are Booth Radio & Tv Stations Inc. (WIBM Jackson), Tv Corp. of Michigan Inc. (WILS-AM-TV Lansing), Jackson Broadcasting & Tv Corp. (WKHM Jackson) and Triad Tv Corp.

Applicant for the reserved noncommercial educational ch. 10 facilities at Birmingham is the Alabama Educational Television Commission, permittee of WEDM (TV) Munford, Ala. Alabama Educational Tv plans combined and integrated staff personnel and interconnection of the two tv stations for simultaneous programming and exchange of films, kinescopes, etc. Technical equipment and the physical plant will be furnished by ch. 6 WBRC-TV Birmingham, with the transmitter, tower and building donated by WBRC-TV at $1 per year.

Secretary of the Alabama commission is Thomas D. Russell, secretary-14.4% stockholder of WRLD-AM-FM Lanett, Ala., owner of WRFS-FM-FM Alexander City, Ala., and 16-2/3% stockholder of WCFS Covington, Ga.

PERJURY CHARGE RENEWED IN HARTFORD TV CASE

CHARGE that four out of five directors of WTIC Hartford committed perjury during FCC's competitive hearing for television ch. 3 there was set forth last week in proposed findings submitted in the case by competitor Hartford Telecasting Inc. Companion brief of WTIC denied the allegations.

The alleged perjury should disqualify WTIC, Hartford Telecasting argued, and suggested to the examiner "that the perjury of the witnesses be called to the attention of the chairman of the Commission without delay for submission to the Dept. of Justice for possible prosecution or for such other action as the Commission may see fit to take.

Hartford Telecasting contended Francis W. Cole, J. Doyle DeWitt, Gladden W. Baker and Millard Bartels, WTIC directors and officers of the parent firm, Travelers Insurance Co., testified the only representation the insurance firm had at the state capitol was through salaried members of its staff whereas the record shows it and 24 other insurance firms retained Walter W. Walsh, not a salaried staff member, to represent them on tax legislation.

"The posture of the record at the time of the testimony suggests . . . a conscious, willful undertaking by the four principal officers of Insurance to lie for the purpose of obtaining a material advantage, namely, to forestall Telecasting's attempt to establish its assertion that Insurance achieved economic dominance in Hartford by concert of action with other insurance companies."

Regardless of outcome of its charge, Hartford Telecasting contends it should receive the permit for ch. 3 on the basis of diversification.

On the other hand, WTIC replied, Hartford Telecasting was not presenting the whole picture and said there was no evidence of any concealment of Mr. Walsh's work on special tax matters. WTIC charged opposing counsel with deliberately avoiding inquiry about Mr. Walsh's activities, "although they were very apparently known to counsel for Telecasting during the examination."

WTIC said it is "inconceivable" the witnesses would conspire to conceal information already registered with the insurance commissioners of 48 states and D. C.

WTIC contended Hartford Telecasting "had this information almost from the start of the hearing, and not only failed to develop it but attempted to block lines of examination by counsel for the Broadcast Bureau which might have developed it, and the fact that counsel waited six weeks after the allegedly false testimony was given to attempt to impeach it, indicates a studied plan on the part of Telecasting to conceal its knowledge of Walsh's activities and to use this knowledge to attempt to entrap these witnesses."

WMCT (TV) Protests Against Belknap Grant Denied

PROTEST by WMCT (TV) Memphis against the grant of common carrier facilities to J. E. Belknap & Assoc. to carry signals from Memphis tv stations to community tv systems in two Missouri towns [B•T, May 10] has been denied by the FCC. Comrs. Frieda B. Hennock and Robert T. Bartley dissented.

The Commission said the WMCT claim that Belknap would do it legal injury is "remote, conjectural and speculative," and WMCT, therefore, has no standing as a party in interest.

WMCT claimed Belknap would jeopardize its program property rights [B•T, June 21].

However, the Commission said WMCT, on ch. 5, did not show injury. The FCC said the Memphis *Commercial-Appeal* station (Scripps-Howard) had shown nothing to indicate Belknap would commit an illegal act. It also said that Belknap's tariffs would provide for indemnity against infringement of property rights, a reservation to discontinue service if a broadcaster complains, and a requirement that subscribers furnish written permission from a broadcaster before Belknap would pick up the signals.

The Commission report said the other station in Memphis (WHBQ-TV, ch. 13) had informed the FCC it had no objection to having its signals picked up.

The FCC said it had not passed on program property rights and did not feel it should do so in this case.

USIA 'Cultural' Plans

RADIO, television and other media in the hands of the U. S. Information Agency will be used in a campaign to strengthen cultural ties between Americans and other peoples, Theodore C. Streibert, USIA director, has announced.

In a "major effort" to develop deeper understanding and appreciation abroad of the whole range of U. S. cultural life and attainments, Mr. Streibert announced appointment of Dr. Jacob Canter, now public affairs officer in Havana, Cuba, to the new post of cultural affairs advisor in the Office of Policy and Programs. He also has enlisted the services, as consultant, of Dr. Guy E. Snavely, who is retiring as executive director of the Assn. of American Colleges.

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STRICTER REINS SOUGHT ON EX-FEDERAL EMPLOYES

Brownell wants stronger teeth in U. S. Code covering former government officials who later represent private interests.

STRONGER prohibition against allowing former government officials or employes from serving private interests was asked by Attorney General Herbert Brownell Jr. last week.

In a request to the Congress, Mr. Brownell asked that Sec. 284 of Title 18 of the U. S. Code be revised to (1) eliminate the two-year period, (2) spell out in greater detail what is prohibited, and (3) increase the penalty from one year and $10,000 fine to two years and $10,000 fine.

At the present time, the law forbids an ex-government official or employe from acting as a private representative for a person or firm on matters in which he had taken action in behalf of the government during his government service for a period of two years after resigning from government rolls.

A Federal court recently ruled that the prohibition only applied where a claim involving money or property against the United States was made. This was in the case of the Department of Justice's suit against Herbert A. Bergson, former Assistant Attorney General in charge of anti-trust matters.

"It is plainly true," Mr. Brownell wrote, "that the most important governmental proceedings involve no claim for money or property asserted by or against the United States. Almost the whole of the work of regulatory agencies, such as the Federal Trade Commission, the Federal Communications Commission, the Interstate Commerce Commission and the like involve no such claims."

Maintain Public Trust

To maintain public confidence in the integrity of government officials, the exercise of governmental powers must be kept free of any personal interests of the government's agent—and also of any appearance that conflicting interests might be permitted, Mr. Brownell said.

The recommended legislation broadens the disqualification to include advice as well as representation, and includes a wide range of matters, not only involving money or property rights, such as litigation against the U. S.

The proposed revision would still permit a former government official to represent a person or company once involved with a government agency, but only on matters on which he did not pass, make recommendations, advise, or take or approve any action while in government service.

The proposed new provision reads as follows:

§284. Disqualifications of former officers and employees in matters connected with former duties. Whoever, having been an officer or employee of the United States, acts as counsel, adviser, attorney or agent for any person with respect to any proceeding in which the United States is interested and which involves any subject matter on which he advised, recommended, took or approved official action during such tenure or employment, shall be fined not more than $10,000 or imprisoned not more than two years, or both.

The FCC's regulations, spelling out the present law for FCC officials and staffers, reads as follows:

§1.715 Former Employees.—(a) No member, officer, or employee of the Commission shall, within 2 years after his service with the Commission is terminated, appear as attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission.

(b) No member, officer or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or handling of any matter before, or to be submitted to, the Commission.

As in all other government agencies, countless FCC officials and staff members have resigned to enter private business or practice ever since the founding of the agency in 1934. Among the more prominent former FCC members now in private legal practice are former chairmen James Lawrence Fly, Paul A. Porter and Paul A. Walker. Former Chairman Charles R. Denney is NBC vice president in charge of owned stations and NBC Spot Sales. Former Chairman Wayne Coy is manager and half-owner of KOB-AM-TV Albuquerque, N. M. Former commissioners who are in private practice are T. A. M. Craven, consulting engineer, Clifford J. Durr and Robert F. Jones, lawyers. Former Comr. E. K. Jett is the *Baltimore Sun's* vice president in charge of WMAR-TV Baltimore.

Taxable Giveaways

CONGRESS would put the radio-tv giveaway prize back where it was in the first place—a matter of income for which the award-winner must pay a tax. A provision in the new revenue bill, now under Senate-House joint consideration, specifies that the giveaway prize be included in an individual's income subject to tax. According to the Senate Finance and House Ways & Means Committees the provision, if it becomes law, would eliminate confusion on the subject, created when the courts rendered two decisions which held such receipts are not income under the Internal Revenue Code. The effect of the new provision would be to overrule these decisions, they say.

FCC Declines To Give Views On Proposed Programming

ADVISORY opinions on the legality of proposed program material are given only to licensees, the FCC noted last week in a letter to J. M. Cranor, manager of the Salina (Kan.) Chamber of Commerce.

The FCC letter was in reply to a letter from Mr. Cranor requesting an opinion concerning the legality of a program called *Cash Day* conducted by the Chamber of Commerce. Mr. Cranor had been advised by a local radio station that the program is considered a lottery by the Commission.

The Commission letter noted that its practice is to render advisory opinions on proposed program material at the request of licensees when sufficient information is presented. The Commission said:

Advisory opinions on proposed program material are given only to licensees, in view of the fact that the Commission's rules pertaining to the broadcast of lotteries apply only to licensees and the additional consideration that the basic responsibility for determining the nature and content of program material carried by a station rests with the licensee. While the Commission reviews the overall operation of each station, usually in connection with its applications for renewal of license, to determine whether the station is fulfilling its obligation to operate in the public interest, the Commission cannot determine the particular programs to be carried. Therefore, decisions as to the legality of individual programs must be made by the licensee.

Tulsa Uhfs Challenge Dismissal of Protest

TWO Tulsa, Okla., uhf stations—one already operating—appealed last week to the U. S. Court of Appeals in Washington against the FCC's denial of their protest against the Muskogee ch. 8 grant to Tulsa Broadcasting Co. [B•T, July 12].

The Commission denied the protests of KCEB (TV) on ch. 23 and KSPG (TV), holding a grant for ch. 17, on the ground that the Muskogee grant to Tulsa Broadcasting Co. (KTUL Tulsa) was made after a hearing and that it could not be objected to under Sec. 309 (c) of the Communications Act. This provision allows a protest to be filed with the FCC within 30 days by a "party in interest" against a grant made without a hearing. The Commission two weeks ago also turned down the same stations' requests for a rehearing on the ground that no material facts had been presented to warrant reopening the case.

The protesting stations—which also included KOTV (TV) on ch. 6—claimed that there is overlap of Grade A service between the Muskogee ch. 8 station (KTVX [TV]) and KWTV (TV) Oklahoma City. The Muskogee station is owned by the John T. Griffin interests, which also owns 50% of the Oklahoma City station. The objectors also charged undue concentration of control, claiming that the Griffin family also owns KATV (TV) Pine Bluff, Ark., KOMA Oklahoma City and KFPW Fort Smith, Ark. They also stated that the Muskogee ch. 8 station was being promoted as a Tulsa-Muskogee outlet.

The Muskogee grant came after competing applicants *Muskogee Phoenix* and *Times-Democrat* and Ashley L. Robinson withdrew.

Exposure of Communism USIA's Purpose—Streibert

EXPOSURE of the imperialistic aspirations of communism as "Red Colonialism" is the purpose of the U. S. Information Agency's plans to step up the use of facts in the agency's long-range, world-wide campaign against communism.

Theodore C. Streibert, USIA director, in instructions to the agency's 217 posts in 76 countries, said Communist parties throughout the world are "directly tied to Moscow and Peiping," and that these ties are provable.

Specific directions for carrying out the intensified effort have been sent to the 217 overseas posts of USIA, Mr. Streibert said. He said Soviet Communists, "acting in the guise of domestic political parties, of agrarian and social reformers, or liberal movements, while in fact under orders from Moscow . . . have led country after country into the iron tentacles of Red Colonialism."

MAGNACORD TAPE RECORDERS
GATES-LOS ANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6351

Grable, James to Co-Star In World ComET Plan Show

SIGNING of Betty Grable and Harry James to co-star in the lead-off program of World Broadcasting System's ComET plan was announced Friday by Herbert Gordon, World vice president for programming. Entitled the *Grable-James Show*, the transcribed program will be a one-hour, five-day-a-week open-end feature and will be made available to World subscribers requesting the ComET plan at a cost of $1 per day to help defray disc manufacturing costs. The show is budgeted at $250,000 per year, according to Pierre Weis, World general manager, who said 325 stations have signed for the ComET plan.

Philharmonic on Theatre Tv

PLANS were reported in progress last week to telecast the opening night performance of the New York Philharmonic Symphony over a closed-circuit to theatres across the country. Dor-Theatre-Television, New York, is arranging the telecast.

Hotel Wired for Tv

A MASTER antenna has been installed by WABF Inc., headed by Ira Hirschman, at the Hotel Weston in New York to provide television programming to 250 guest rooms and suites. A customized antenna system, consisting of separate antennas for each of New York's seven channels, was developed specifically for the installation. CBS-Columbia television receivers are connected to the antenna system.

UP Reports Disc Doings

UNITED PRESS RADIO is offering station clients a new feature for disc m.c.'s, entitled "On the Record," which contains latest news of records, musicians and vocalists as well as weekly ratings of top discs and profiles of leading disc jockeys. The report by Bill Ewald is now issued twice weekly, on Saturday and Sunday.

PROGRAM SERVICES SHORTS

Capitol Records Inc. plans to build a 12-story office building to house all Hollywood operations of company, according to Glenn E. Wallichs, firm president. Capitol is to occupy half of office space, with other half leased to tenants. Building is to be located at Yucca and Vine Sts.

Betts-Anderson Musical Sketches has changed address from 1407 2d Avenue South to 20 N. 15th St., Fort Dodge, Iowa. Firm provides sketches to tv stations for use by local artists as records are spun.

Clubtime Productions Inc., Beverly Hills, reports sale of *Clubtime* syndicated radio program package [B•T, June 5] to Westinghouse Broadcasting Co. stations WOWO Ft. Wayne and KYW Philadelphia, which started July 12, and WBZ Boston and WBZA Springfield, Mass., starting Aug. 1, with negotiations under way for KDKA Pittsburgh and KEX Portland, Ore. Nine Canadian stations, CFRB Toronto, CHLO St. Thomas, CFRA Ottawa, CFCF Montreal, CJOB Winnipeg, CFRN Edmonton, CKRM Regina, CQFC Saskatoon and CFCN Calgary have also signed for newly-marketed *Clubtime* package, bringing total number of user-stations to 25, firm states.

Tv Spots Inc., Hollywood animated and live tv commercial production firm, opens New York office at 425 E. 50th St. Telephone is Plaza 5-4807. Dorothy Johnson is in charge of sales in New York, and New England states, Ohio, Pennsylvania, New Jersey, Maryland and Washington, D. C.

Television Snapshots, N. Y., moves to new offices at 54 Park Ave., New York 16. Telephone remains Murray Hill 9-6874.

Sanft-Costa Assoc., N. Y., is new name of former Sanft-Costa Television Features, producers of radio, tv and film packages. New name of firm, with offices at 17 E. 42nd St., New York 17, is said to reflect expanded activities, including public relations and advertising services.

United Press Radio is releasing to radio station clients a weekly, one-hour program titled *United Press Sunday Show*, consisting of general news, news review, and commentary on books, records and on other entertainment and cultural fields. Script is written under direction of James Harper, UPR features editor.

PROGRAM SERVICES PEOPLE

Robert J. Reid, general manager, Stancil-Hoffman Corp., L. A., and **Harry L. Bryant,** vice president in charge of engineering, Radio Recorders Inc., Hollywood, form Picture Recorders Corp., sound recording firm serving tv film producers, with offices at 4922 Santa Monica Blvd., L. A. Telephone is Normandie 3-8256.

David Starr, Hollywood freelance writer, and **Robert C. Hayward,** freelance m.c.-producer, to Christ-Koplan Productions; Hollywood, as writer and assistant producer, respectively.

Don Brodie, actor, signs with World-Wide Tv Productions for *Shoppers' Showcase*, a service program.

Melville Terwilliger, Hollywood research scientist and inventor of Depthdimension system of telecasting and motion picture photography, establishes offices at 1759 N. Orchid Ave. Telephone is Hollywood 4-6191.

Milton L. Levy, manager, KLX-AM-FM Oakland, Calif., named manager, California Service Agency, Berkeley.

George Gruskin, radio-tv executive, William Morris Agency, Beverly Hills, father of girl, Benita, June 30. Mother is **Florence Halop,** who portrays Mrs. Bronson on CBS-AM-TV *Meet Millie*.

Portland Radio-Tv School Places Ads for Graduates

AN advertising campaign designed to help its graduates find jobs has been instituted by Northwest Radio and Television School, Portland, Ore., according to William Sawyer, president.

To acquaint broadcast executives with the abilities of its graduates, the school is running three-color ads on two "occupational diseases" besetting executives today. The ads tell of "green hands," belonging to the neophyte who aspires to tv for the glamour of it, and "red hot flashes," referring to the "experts with a big front" who, in reality, are floaters and can't hold a job.

Pitt Tv Workshop Speakers

THE U. of Pittsburgh's Summer Television Workshop, which began June 28 and ends Aug. 6, is emphasizing educational television. Among those on the list of lecturers are:

Rudy Bretz, New York tv consultant; Warren Dana, director of WDTV (TV) Pittsburgh; Larry Israel, general manager of WENS (TV) Pittsburgh; Edwin Horstman, chief engineer, Edwin Wegener, program director, and William A. Wood, general manager, all of WQED (TV), Pittsburgh educational station; John E. Hill, program director (television) of KDKA Pittsburgh; Ralph Steetle, executive director of JCET; Mimi Cooper and Zane Knauss, both, Wasser, Kay & Phillips Adv.

CONGRATULATIONS are extended by Earl J. Hudson (l), vice president of ABC Western Division, to Alex Quiroga, senior light director, ABC-TV Hollywood, who has been awarded the 1954-55 WAAM (TV) Baltimore Television Fellowship for graduate study at Johns Hopkins U.

THE LATEST WCKY STORY

OPERATION "SELL"

No Fancy Gimmicks

No New Programs

No Blue Sky

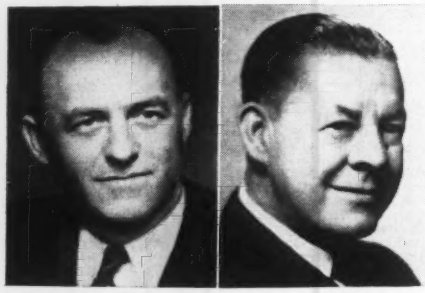
JUST LISTENERS ALL YEAR ROUND

WCKY

ELLIOTT TO SCHICK; RCA NAMES SEIDEL

RESIGNATION of Joseph B. Elliott as vice president, consumer products, RCA, and the appointment of Robert A. Seidel to succeed him were announced last week by Frank M. Folsom, president of RCA. Mr. Elliott is leaving to become president of Schick Inc., Stamford, Conn., effective Aug. 1.

Mr. Elliott has been associated with RCA since 1935, except for a period in 1944-45 when he left the company to become vice president of sales and advertising for Schick,



MR. ELLIOTT MR. SEIDEL

of which he has been a director since 1950. Kenneth C. Gifford continues as board chairman of Schick.

Mr. Seidel joined RCA in October 1949, and most recently has served as vice president of RCA's Sales and Services subsidiaries. Previously he had been vice president and comptroller of the W. T. Grant Co.

WEC Plans 19" Color For September Market

WESTINGHOUSE Electric Corp. plans to be the first set manufacturer on the market with a 19-inch color tube. Company officials voiced this prediction last Monday during a closed-circuit program from New York to 28 cities throughout the country in which the company's fall line of radio and television receivers was unveiled.

Though no definite date was revealed for start of production on 19-inch color receivers, a company official said it could be as early as August, with sets on the market by September. Westinghouse has signed contracts with CBS-Hytron for 19-inch color tubes.

No price was disclosed for the 19-inch set, but officials intimated it would be lower than the $1,100 charged for Westinghouse's present 15-inch color receiver. The company, a spokesman said, has discontinued production on the 15-inch set.

21-Inch Color Tube Displayed by Zenith

ZENITH Radio Corp. last week introduced to distributors a color tv receiver with a 21-inch rectangular tube produced by its subsidiary Rauland Corp.

The sets will not be offered to the general public for sale at this time, Zenith officials stressed at the annual distributors' convention in Chicago's Drake Hotel. J. E. Brown, Zenith's chief engineer, claimed it is the largest three-gun rectangular tube demonstrated thus far by any manufacturer.

The company emphasized, too, that it will continue to withhold mass production of color tv receivers until prices, picture sizes and "less complex color tubes combine to make a product that the public will want to buy." Tubes in particular, engineers pointed out, are still experimental in nature and likely to be superseded by more practical and less costly models.

95% Television Saturation In Three Years—Siragusa

WITHIN THREE YEARS 95% of American families will have access to television and receiver sales will total about 20 million units for the industry exclusive of second-set purchases, Ross D. Siragusa, president of Admiral Corp., predicted last week.

He also forecast that the first color receivers with 21-inch screens will be on the market by Christmas, making obsolete all previous sets. There will be only a "luxury" market for this type set until the price for a large screen set can be reduced to the $500 class, he said.

Mr. Siragusa addressed the Stock Brokers Assn. of Chicago. The Admiral prexy said replacement demand among present set owners will total at least two million units annually for the next three years.

Speaking for his own company, he reported that Admiral will "move directly from the 15-inch set . . . to the new 21-inch size."

3 REASONS WHY KOA's Western Market is the place to intensify your farm and ranch selling right now!

1. Income is at its peak! From now through the fall, harvest season means boom buying!

2. Income is higher through the year! Farm and ranch income in the Western Market is 74.3% higher than the national average!

3. KOA serves the entire Western Market... more people who can't get TV than any radio station in America. This regular coverage includes 3,644,400 listeners in 302 counties of 12 states!

KOA programs for this market, with 18 hours a week devoted to FARM AND RANCH SERVICE!

Write today for complete details... or CALL PETRY!

KOA DENVER Covers The West... Best! Dominant NBC Station—50,000 Watts

GE Helical Antenna To WHEC-TV, WVET-TV

SHIPMENT of the first helical antenna for a vhf television broadcasting station was announced last week by General Electric Co. The antenna will be used by WHEC-TV and WVET-TV, both in Rochester, which will work a split schedule on ch. 10.

It was pointed out that a helical antenna was desired by the stations because of "its simplicity and economy." According to GE, there is only one antenna tower available in Rochester to give the stations their necessary market coverage. It was felt that stacking two batwing antennas on the tower, built by WHAM-TV Rochester was not practical, according to GE engineers who designed the helical antenna for use by WHEC-TV and WVET-TV. It is said to minimize wind loading and allow a new six-bay ch. 5 batwing antenna for WHAM-TV to be mounted on top of it.

The antenna is 36 feet long, with a helix about 38 inches in diameter. GE engineers said it has a gain of 7.2 and obtains "more than three times the gain in the same space as the batwing type antenna."

Sylvania Dedicates Plant; Rise in Tv Set Output Seen

SYLVANIA Electric Products last Thursday dedicated its new 422,000-square-foot television set assembly plant in Batavia, N. Y., where the company's entire commercial line of receivers is being produced.

More than 1,500 persons attended the dedication program. Participating were Don G. Mitchell, Sylvania board chairman; H. Ward Zimmer, president, and Carl F. Oechsle, U. S. Deputy Assistant Secretary of Commerce.

Meanwhile, it was stated that Sylvania will increase its television set production by 50% this coming year but will not offer a color set to the public this fall because the industry and the public "will not be ready for color tv until large-screen sets are available at more moderate prices."

This policy statement was enunciated last Wednesday by Bernard O. Holsinger, general sales manager of Sylvania's Radio and Television Division, at the opening of the division's three-day national sales convention in Buffalo. More than 500 representatives of 85 Sylvania radio and television distributors attended the meeting.

Mr. Holsinger pointed out that with facilities of the new Batavia plant, production could be increased by 50%.

RCA Gets Stay in Dispute With Zenith Radio Corp.

RCA last week filed a petition for writ of mandamus in U. S. Court of Appeals, Chicago, receiving a stay until further notice on its anti-trust dispute with Zenith Radio Corp. and Rauland Corp. on patent issues.

The petition charges that Judge Michael Igoe in Federal District Court, Chicago, erred when he authorized Zenith and Rauland to proceed with a $16 million suit against RCA, General Electric and Westinghouse Electric Corp.

The petition was filed Monday—three days in advance of the deadline for a response by RCA to the judge's action. The appellate court issued a show-cause order asking why such a stay should not be continued beyond Thursday's deadline. RCA reportedly based its appeal

on the outcome of litigation in a Wilmington, Del., District Court.

Last month Judge Igoe overruled RCA, claiming the Chicago trial should not hinge on the outcome of legal action in Delaware [B•T, June 21]. He gave RCA 30 days to file a reply.

RCA filed suit against Zenith in 1948, charging patent infringements. Zenith demanded treble damages ($4,450,000) in an action last January.

In the Delaware case [AT DEADLINE, May 24], Zenith's counter claim was, in effect, dismissed with respect to its 1946 patent suit. As a result, the Wilmington suit has moved a step closer to trial.

Audio Devices Has New Tape

AUDIO Devices Inc., New York, announced last week it has placed on the market a new recording tape, called type EP Audiotape. The new tape is produced on standard cellulose acetate base as well as on the new Mylar (DuPont trademark) polyester film. A company spokesman said it provides "the extra precision essential to dependable magnetic recording of data used in telemetering, electronic computers and other special applications where even microscopic faults would cause improper functioning of the complex equipment."

MANUFACTURING SHORTS

Brush Electronics Co., Cleveland, Ohio, announces two new magnetic record-reproduce heads, designated Model BK-1544-R and Model BK-1544, respectively. Heads were designed to meet specifications of CinemaScope applications and incorporate basic quality features of all Brush multi-channel heads. Detailed description may be obtained from the company's Component Dept., RT-3, 3405 Perkins Ave., Cleveland 14.

Amperex Electronic Corp., N. Y., announces new mercury vapor rectifier tube, type 6508, intended to be used instead of standard tubes which have not been used in many applications because of initial and replacement costs. New rectifier has peak inverse voltage rating of 21KV and voltage drop of 14 volts. Cathode is directly heated, oxide coated. Further information and data may be obtained from the firm at 230 Duffy Ave., Hicksville, L. I., N. Y.

Hewlett-Packard Co., Palo Alto, Calif., announces new vhf signal generator offering residual fm less than 1 kc, drift less than 0.005%, sensitivity measurements to 0.1 microvolt and high stability. Designated as model 608B VHF Signal Generator, instrument covers frequency range 10 to 420 mc. Complete details are available from the company at Dept. P, 395 Page Mill Road.

MANUFACTURING PEOPLE

Arthur E. Hastad, formerly controller, General Foods Corp., Houston, Tex., elected assistant treasurer, Reeves Soundcraft Corp. (manufacturers of recording materials).

Carroll L. Hasler, electronic products sales div., Sylvania Electric Products Inc., named division supervisor of sales administration in New York.

John S. Learoyd, secretary and assistant treasurer, Sylvania Electric Products Inc., N. Y., will retire Aug. 1 after 38 years of service with Sylvania.

David S. Cook promoted from sales promotion manager to advertising manager, Stromberg-Carlson Co., succeeding **S. H. Manson,** named director of public relations.

H. Jeffrey Mapes, Hutchinson Adv., Phila., to radio-tv div., Stromberg-Carlson Co., Rochester, N. Y., as sales promotion manager and assistant to advertising manager.

Ed Straw named national sales and advertising manager for Collaro record changers, turntables, pickups and other Collaro products, Rockbar Corp., N. Y.

Henry A. Pope Jr., formerly electronics industry analyst on credit and marketing, National Credit Office, named credit manager, CBS-Columbia, manufacturing division of CBS.

George A. Jollie, sales representative, cathode-ray tube div., Allen B. DuMont Labs, Clifton, N. J., promoted to West Coast district sales manager of division headquartered in Los Angeles.

William J. B. Kennedy, formerly Motorola Co. New England sales representative, appointed Massachusetts area sales and service representative, mobile communications dept., Allen B. DuMont Labs.

Paul L. Field, formerly writer-producer, Roy Ross Inc., to Sound Masters, N. Y., as director of tv.

Lowen H. Jordan, Los Angeles audio sales engineer, to James B. Lansing Sound Inc., that city (manufacturers of speakers and other audio items), as director of sales.

Leonard Van Vranken, formerly with GE Dallas office, named Southwest district manager, Lewyt Corp., N. Y.

A. J. Rissi named Southern California representative, Pomona Electronics Co., Pomona, Calif.

Transmitting Equipment

Station	Power	Band	Use
Gates Radio Co.			
WSTR Sturgis, Mich.	250 w	am	power increase
KOVC Valley City, N.D.	250 w	am	power increase
KIOE Shreveport, La.	1 kw	am	new station
WWKO Ashland, Ky.	5 kw	am	new station
CKBL Poncheville, Que.	5 kw	am	new station
General Electric Co.			
WCNY-TV Carthage, N.Y.	5 kw	tv (ch. 7)	new station
WINT (TV) Waterloo, Ind.	12 kw	tv (ch. 15)	new station

GE also reported the shipments of a 12-bay antenna to KPLC-TV Lake Charles, La. (ch. 7), and a four-bay antenna to WMVT (TV) Montpelier, Vt. (ch. 3).

L. W. TROMMLITZ (seated), general manager, KERG Eugene, Ore., contracts for a new Gates BC-5B transmitter that will increase the station's power from 1 kw fulltime to 5 kw day and 1 kw night. Looking on are C. C. (Cal) Applegate (l), chief engineer, and Jan King, Gates Radio Co. West Coast representative.

TRADE ASSNS.

New York TvAB Office Continues Operation

THE New York office of Television Advertising Bureau (TvAB) is still in operation, Station Representatives Assn. told B•T last week. No date has been set nor have any plans been made to shut down the office, it was indicated, despite merger plans of NARTB-TvAB [B•T, July 5]. The joint NARTB-TvAB committee that will draw up a definite operating program for an industry-wide tv sales promotion bureau will meet Aug. 5 in Washington.

The sum of $5,000, advanced by SRA to assist TvAB's organizing committee to meet immediate expenses, was made against such dues as SRA might be expected to pay TvAB, and not from station dues [B•T, July 12], SRA pointed out last week.

BAB Nominates Baudino For Board Chairmanship

JOSEPH E. BAUDINO, vice president and general manager of Westinghouse Broadcasting Co., has been nominated without opposition to become chairman of the board of Broadcast Advertising Bureau [CLOSED CIRCUIT, July 12]. The election will be held in November, with nomination being tantamount to election.

Mr. Baudino, who now is chairman of the BAB executive committee, is to assume office the first of the year. He will succeed Charles C. Caley, WMBD Peoria, Ill., whose term expires in the fall. John F. Patt, WJR Detroit, is chairman of BAB's nominating committee.

Successors are to be named for three directors who have resigned from BAB. They are

Ladies Day

featuring

Kay Russell

Sold out—both national and local. Results, ratings, popularity polls prove it: Ladies Day SELLS.

Participating

Monday through Friday
2 to 3 p.m.

WSYR-TV

Channel 3 - 100 KW

NBC Affiliate

SYRACUSE, N. Y.

John F. Meagher, KYSM Mankato, Minn., who was appointed NARTB radio vice president; Arch L. Madsen, formerly of KOVO Provo, Utah, who became BAB director of member service in May, and Herb Hollister, KCOL Fort Collins, Colo., who resigned from the BAB board because of pressure of other business.

Madsen Sees Record In BAB Membership

A PREDICTION was offered last week by Arch Madsen, BAB director of member service, that BAB will reach "the highest income and membership level in its history within three months."

Mr. Madsen incorporated this prophecy into a talk before the Virginia Assn. of Broadcasters at Natural Bridge, Va. He asserted that "BAB's growth matches the strides which radio has taken in the past three years despite intense, and often unfair competition."

Radio, Mr. Madsen said, has gained "a more responsible and a more solid role" in the plans of national, local and regional advertisers. He cited especially the growth of local and spot radio and claimed that local billings increase as "station operators understand better how to apply BAB sales tools, more than 600 of which were released last year."

Brechner Heads Md.-D. C. Unit

JOSEPH L. BRECHNER, general manager of WGAY Silver Spring, Md., has been named president of the Maryland-D. C. Radio & Tv Broadcasters Assn. He has been vice president of the association and succeeds Charles E. Smith, who resigned from WTBO Cumberland to direct WTMA Charleston, S. C., which he recently acquired. The annual election of Maryland-D. C. officers will be held at the fall meeting. Mr. Brechner also is president of WLOF Orlando, Fla.

NARTB Engineering Manual

REFERENCE manual on new developments in tv and radio engineering and maintenance, including management and production, is being planned by NARTB on the basis of papers and symposium discussion during May's Engineering Conference in Chicago. A. Prose Walker, NARTB engineering manager, said the material will be printed in book form if station and network executives and technical directors indicate interest in the volume.

Topics include all phases of color station engineering and operation, remote control, Conelrad, fm multiplexing and others.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

AAW ANNOUNCES ANNUAL AWARDS

RADIO-TV award winners at Salt Lake City convention of Advertising Assn. of West last month [B•T, July 5] have been announced by trade group, with the perpetual trophy of Vancouver, B. C., Advertising and Sales Bureau for best overall use of radio going to MJB Co., San Francisco (Coffee) for spot announcements created by BBDO, that city, for use in Los Angeles and San Diego markets. The Hollywood Advertising Club sweepstakes trophy for best overall tv entry in all classifications went to W. F. McLaughlin & Co., Chicago (Instant Manor House Coffee), for a creation of Five Star Productions, Hollywood, through Earle Ludgin & Co., Chicago.

Radio entries totalled 57, with Empire Motors Ltd., Vancouver, B. C., taking top honors in classification for cities of over 100,000 population or network use, for *Why Do They Do It?* over CKWX same city; with honorable mentions to Standard Oil Co. of California, for NBC *Building Freedom Abroad*, through BBDO San Francisco; and Roxy Television Sales, Vancouver, B. C. for *This Happened Today* over CKWX.

In cities of less than 100,000 population, a joint compaign of Gem Canning Co., Emmett; Arden Dairy, Boise; Kiem Packing Co., Nampa; and Eagle Flour Mills, Eagle, all Idaho, won first award for *K-Gem Kitchen* on KGEM Boise; with honorable mention to CJVI Victoria, B. C., for *Holiday Highway*, promotion campaign for Vancouver Island, produced by Mrs. Ginnie Beardsley, Victoria.

Radio Spot Awards

Radio spot announcements award in below 100,000 population cities was won by Holsum Bakery, Lewiston, Idaho, for Martin D. Rockey's commercials on KLER that city; with honorable mention going to Old Fashioned Products Inc., Compton, Calif., for Richard M. Fanning's commercials for *Foster Freeze* on KCMJ Palm Springs, Calif.

Also won by the Vancouver trophy winner, MJB Co., of San Francisco, was commercial spot classification in cities of over 100,000 population; with honorable mentions to Sands Hotel, Las Vegas, Nev., on KMPC Hollywood, through Van Wood-Fischer, Beverly Hills; Fletcher Jones (automobile dealer) L. A., on KMPC, through Irwin Co. same city; KMPC station identification jingles; Buchan Baking Co., Seattle, campaign on all Seattle stations, through Wallace Mackay Co., same city; and Bandini Fertilizer Co., L. A., on KLAC Hollywood and KBIG Avalon, through The Mayers Co., L. A.

Tv entries totaled 69, Classification 1 (local advertisers—film commercials, one minute or less) first award went to Smyth Van & Storage Co., Seattle, for a creation of Telepix Corp., Hollywood, through West Pacific Agency Inc., Seattle; with honorable mention to KABC-TV Hollywood for announcements by Tv Spots Inc., same city; and special low budget award to Dwight Edwards Coffee Co., created by Tv Cartoons Productions, through Sidney Garfield & Associates, all San Francisco.

Classification 2 (regional advertisers—film commercials, one minute or less) first award went to Pacific Chemical Manufacturing Co., Seattle (Balance Soap), created by Tv Spots Inc., Hollywood, through Wallace Mackay Co., Seattle; with honorable mention to Chemicals Inc., Oakland (Vano Products), created by Tv Cartoons Production, through Sidney Garfield & Associates, both San Francisco; and Pacific Telephone & Telegraph Co., created by Jack Denove Productions, Hollywood, through BBDO San Francisco.

In classification 3 (national advertisers—film commercials, one minute or less) first award went to Pacific Coast Borax Co., Los Angeles, created by Five-Star Productions, through McCann-Erickson Inc., both Hollywood; with honorable mention to W. A. Schaeffer Pen Co. Fort Madison, Iowa, also created by Five-Star Productions, through Russell M. Seeds Co., Chicago; and a special low-budget award to Denver & Rio Grande Railroad, created by Sonochrome Pictures, through Axelson Advertising Agency, all Denver.

In classification 4, general (live or kinescope commercials of any length) first award went to Bauer & Black Div. of Kendall Corp., New York (Curad Bandages), with honorable mentions to MJB Co., San Francisco (Coffee), and KNXT (TV) Hollywood kinescope for Regal Amber Brewing Co.

'McCall's' Plans Awards To Women in Radio-Tv

FOURTH annual *McCall's* awards to women in radio and tv will be made again this year, the magazine has announced. Seven awards will be made: a top award for the outstanding woman in radio or tv for the year; three awards to women who broadcast, based on outstanding public service to a community, to women and to youth, and three similar awards to women station executives.

Nominations for the 1954 awards must be made on official entry blanks, obtained from Frank Hogan, manager of public relations, *McCall's*, 230 Park Ave., New York. They must be entered before midnight, Sept. 1. Five judges, including one representative of *McCall's* and one of American Women in Radio and Television, will judge the entries and make the awards, which will be presented at AWRT's 1955 convention.

IN RECOGNITION

Pegeen and **Ed Fitzgerald,** WABC New York husband and wife breakfast show team, received honorary Doctor of Laws degrees from Seton Hall U. there, for "fostering understanding among people and for their Christian virtues."

WPEN Philadelphia presented certificate of merit from Philadelphia Allied Jewish Appeal for outstanding service to the community.

Bob Emery, WBZ-TV Boston, presented "Award of Merit" from old Reading Chapter, DAR, Reading, Mass.

WBZ-TV Boston presented award from Marine Corps Recruiting Station, same city, for "assistance . . . extended in . . . furthering the . . . activities of the Marine Corps."

WJBK-AM-FM-TV Detroit awarded "March of Dimes Certificate of Appreciation" for "outstanding service . . . in the fight against Infantile Paralysis."

DuMont Tv Network presented a citation from U. S. Dept. of Defense in recognition of its *Stars on Parade* program (Wed., 10:30-11 p.m. EDT) which is designed to help recruiting for U. S. Army and Air Force.

Station Authorizations, Applications
(As Compiled by B • T)

July 8 through July 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through July 14

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,585	2,571	139	162	129
Fm	556	531	42	8	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	248	308	556[1]
Educational	13	18	31

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	259	120	379
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	921	337	713	526	1,240[2]
Educational	54		27	26	54[3]
Total	975	337	740	552	1,294[4]

[1] Eighty-eight CPs (15 vhf, 73 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 587 already granted.

* * *

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Daytona Beach, Fla.—Telrad Inc. (WMFJ) granted vhf ch. 2 (54-60 mc); ERP 1.26 kw visual, .72 kw aural; antenna height above average terrain 317 ft., above ground 349 ft. Estimated construction cost $185,000, first year operating cost $100,000, revenue $100,000. Post office address: 444 N. Beach St., Daytona Beach. Studio and transmitter location: 6th & Center St. Geographic coordinates: 29° 13′ 57″ N. Lat., 81° 02′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Louis Ossinsky Sr., Daytona Beach, and A. L. Stein, Washington. Consulting engineer Lynn Smeby, Washington. Principals include President and Treasurer **W. Wright Esch** (98.5%), Vice President **Louis Ossinsky Sr.** (0.5%), Secretary **A. B. Esch** (1%). Grant was enabled by the dismissal of the competitive bid of WNDB there. Granted July 8.

Detroit, Mich.—Detroit Educational Tv Foundation granted non-commercial educational uhf ch. 56 (722-728 mc); ERP 214 kw visual and 115 kw aural; antenna height above average terrain 520 ft., above ground 519 ft.; estimated construction cost $754,160, first year operating cost $89,000. Post office address 474 W. Warren Ave. Studio and transmitter location 9345 Lawton Ave. Geographic coordinates 42° 22′ 25″ N. Lat., 83° 06′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William L. Foss Inc. Detroit Public School and U. of Detroit are providing buildings. Granted July 14.

Tulsa, Okla.—Central Plains Enterprises Inc. granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,217 ft., above ground 1,050 ft. Estimated construction cost $945,810, first year operating cost $462,500, revenue $525,000. Post office address 1510 Nat'l Bank of Tulsa Bldg. Studio location to be determined. Transmitter location 6½ mi. W-NW of downtown Tulsa. Geographic coordinates 36° 11′ 40″ N. Lat., 96° 06′ 00″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington; and Fly, Shuebruk & Blume, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include **Southwestern Sales Corp.** (50%) licensee KVOO Tulsa: Chairman **Dean A. McGee** (7.7%); Vice President **Robert S. Kerr** (13.49%), U. S. Senator; **Grayce B. Kerr** (15.3%); **T. M. Kerr** (7.09%); **F. C. Love** (2.09%) and **C. B. Akers** (1.8%). Senator Robt. S. and Grayce B. Kerr control WEEK-AM-TV Peoria, Ill. Southwestern Sales Corp. and Sen. Kerr have each agreed to donate 4% interest to be distributed equally between Tulsa U. and Oklahoma A. & M. Grant was made possible by the dismissal of the competitive bid of The Oil Capital Tv Corp. Certain Oil Capital stockholders receive option to buy 15% in the new tv venture. Central Plains agrees to reimburse Oil Capital all expenses not exceeding $50,000. Granted July 8.

Existing Tv Stations . . .

ACTIONS BY FCC

WMSL-TV Decatur, Ala.—Tenn. Valley Bcstg. Co. granted mod. of CP for ch. 23 to change ERP to 15.878 kw visual and 8,573 kw aural. Granted July 8; announced July 13.

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. granted mod. of CP for ch. 3 to change ERP to 14.1 kw visual, 7.1 kw aural; antenna height above average terrain 1,653 ft. Granted July 7; announced July 13.

KEDD (TV) Wichita, Kan.—KEDD Inc. granted mod. of CP for ch. 16 to change ERP to 223 kw visual and 120.9 kw aural. Granted July 6; announced July 13.

WEHT (TV) Henderson, Ky.—Ohio Valley Tv Co. granted mod. of CP for ch. 50 to change ERP to 10.99 kw visual and 5.93 kw aural. Granted July 7; announced July 13.

KMBC-TV Kansas City, Mo.—KMBC Bcstg. Co. granted mod. of CP for ch. 9 to change from sharing time with WHB-TV to unlimited operation. Granted July 8; announced July 13.

KWK-TV St. Louis, Mo.—KWK Inc. granted STA to operate commercially on ch. 4 for the period ending Dec. 21. Granted July 6; announced July 13.

WHAM-TV Rochester, N. Y.—Stromberg-Carlson Co. granted authority to commence operation on ch. 5. Station formerly operated on ch. 6. Granted July 8; announced July 13.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. granted STA to operate commercially on ch. 5 for the period ending July 16. Granted July 6; announced July 13.

KTLK (TV) Houston, Tex.—Houston Consolidated Tv Co. granted mod. of CP for ch. 13 to change transmitter location to Blue Ridge Rd., 4 miles SW of Almeda, Tex.; studio location to be determined; ERP to 170 kw visual; antenna height above average terrain 957 ft. Granted July 7; announced July 13.

WHB-TV Kansas City, Mo.—WHB Bcstg. Co. FCC deleted share-time tv station on ch. 9. Deleted July 8; announced July 13.

APPLICATIONS

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co. seeks mod. of CP for vhf ch. 7 to change ERP to 169.5 kw visual, 90 kw aural; antenna height above average terrain 1,015 ft. Filed July 7.

WARM-TV Scranton, Pa.—Union Bcstg. Co. seeks mod. of CP for uhf ch. 16 to change ERP to 190.15 kw visual, 102.47 kw aural; antenna height above average terrain 1,223 ft. Filed July 8.

CALL LETTERS ASSIGNED

KVAR (TV) Mesa, Ariz.—KTAR Bcstg. Co., vhf ch. 12. Changed from KTYL-TV.

New Am Stations . . .

ACTIONS BY FCC

Le Mars, Iowa—B & B Bcstg. Co. granted 1410 kc, 1 kw daytime. Post office address % Charles E. Loving, Box 191, Nevada, Mo. Estimated construction cost $17,306, first year operating cost $30,000, revenue $42,000. Principals include President **Charles E. Loving** (62½%), car dealer, and General Manager **Robert M. McKune** (37½%), news director, WBLN (TV) Bloomington, Ill. Granted July 14.

Towson, Md.—Suburban Time Mart granted 1570 kc, 1 kw daytime. Post office address % Francis J. Matrangola, WCMC Wildwood, N. J. Estimated construction cost $13,900, first year operating cost $41,000, revenue $64,000. Principals in partnership include **Francis J. Matrangola** (60%), owner WCMC Wildwood, N. J., stockholder WOKE Oak Ridge, Tenn., WFTX Lexington Park, Md., and WMLV Millville, N. J., and **Harry J. Daly** (40%), Washington attorney. Granted July 14.

Lumberton, N. C.—Southeastern Bcstg. Corp. granted 1480 kc, 1 kw unlimited, directional. Post office address 320 W. 15th St., Lumberton. Estimated construction cost $30,000, first year operating cost $36,000, revenue $50,000. Principals include President **Hector MacLean** (25%), attorney, banking, real estate; Vice President **David D. King Jr.** (25%), dentist; Treasurer **Donald R. Fuller** (25%), grocer, real estate, and Secretary **John Luther MacLean** (25%), insurance and real estate. Granted July 14.

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Christianburg, Va.—Dr. Vernon H. Baker d/b as Montgomery Bcstg. Co. granted 1260 kc, 1 kw daytime. Post office address Box 99, Blacksburg, Va. Estimated construction cost $17,342, first year operating cost $24,000, revenue $36,000. Principal owner is Dr. Baker, professor at Virginia Polytechnic Institute, Blacksburg, Va. Granted July 14.

Colonial Heights, Va.—Harry A. Epperson Jr. granted 1290 kc, 1 kw daytime. Post office address Ararat, Va. Estimated construction cost $16,242, first year operating cost $37,436, revenue $58,613. Mr. Epperson is engineer at WPAQ Mt. Airy, N. C. Granted July 14.

APPLICATIONS

Prichard, Ala.—Prichard Bcstg. Co., 1270 kc, 1 kw daytime. Post office address % Herbert Johnson, 100 Chidester Ave., Mobile. Estimated construction cost $15,208, first year operating cost $55,660, revenue $103,470. Principals include President **G. V. Dismukes** (12.5%), mayor of Prichard; Vice President **Herbert Johnson** (37.5%), WKAB-AM-TV Mobile sales manager; Secretary **George E. Stone** (12.5%), attorney, and Treasurer **H. Eugene Miller** (10%), WKAB chief engineer. Filed July 2.

Delta, Colo.—Monarch Bcstg. Co., 1400 kc, 250 w unlimited. Post office address % D. E. Towne, 1410 N. 18th St., Grand Junction, Colo. Estimated construction cost $10,517, first year operating cost $36,879, revenue $42,000. Principals include President **D. E. Towne** (62%), KEXO Grand Junction chief engineer; **William Pozun** (14%), manufacturer of redwood specialties, and **C. J. Pozun** (14%), manufacturer of redwood specialties. Filed July 2.

Eustis, Fla.—Bcstrs. Inc., 1240 kc, 250 w unlimited. Post office address % Norman E. Jorgensen, 514 Wyatt Bldg., Washington. Estimated construction cost $28,423, first year operating cost $35,000, revenue $50,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla., general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%). Applicants have purchased, subject to FCC approval, WSSB New Smyrna Beach, Fla. Filed July 6.

Pensacola, Fla.—Ray Herbert Gunckel Jr., 980 kc, 500 w daytime. Post office address 3053 Jolly Rd., Jacksonville. Estimated construction cost $17,215, first year operating cost $42,000, revenue $60,000. Mr. Gunckel is engaged in sales of phonographs and accessories. Filed July 2.

Carson City, Nev.—Edwin L. & Alma F. Bullis, 1400 kc, 250 w unlimited. Post office address 1037 Morse Lee, Evanston, Wyo. Estimated construction cost $11,200, first year operating cost $30,000, revenue $42,000. Mr. Bullis is owner of KLUK Evanston, Wyo. Filed July 12.

Reno, Nev.—Thompson Magowan, Frederick V. Jones & James W. Harford d/b as Magowan, Jones & Harford, 1400 kc, 250 w unlimited. Post office address 211 South 15th St., Las Vegas. Estimated construction cost $13,656, first year operating cost $20,120, revenue $35,000. Principals include **Thompson Magowan** (⅓), manager KBMI Henderson, Nev., and publisher of magazine *Las Vegas & Your Host;* **Frederick V. Jones** (⅓), wholesale electronics parts jobber, and **James W. Harford** (⅓), also wholesale electronics parts jobber. Filed July 9.

Syosset, N. Y.—George V. Spohrer, 540 kc, 250 w daytime. Post office address P. O. Box 359, Hicksville, N. Y. Estimated construction cost $24,000, first year operating cost $45,000, revenue $60,000. Mr. Spohrer is owner of local farmers market. Filed June 23.

Greer, S. C.—Vernon Tennyson Fox and S. Gibson Bruce Jr. d/b as Greer Radiocasting Co., 1300 kc, 1 kw daytime. Post office address P. O. Box 52, Greer. Estimated construction cost $16,235, first year operating cost $21,000, revenue $30,000. Principals include **Vernon Tennyson Fox** (51%), fishing lake owner, and **S. Gibson Bruce Jr.** (40%), used car dealer. Filed July 9.

Moab, Utah—R. L. McAlister, 1450 kc, 250 w unlimited. Post office address 5125 Wichita St., Ft. Worth, Tex. Estimated construction cost $5,250, first year operating cost $18,000, revenue $22,000. Mr. McAlister is chief engineer at KCUL Ft. Worth, Tex. Filed July 8.

APPLICATIONS AMENDED

Manchester, Conn.—John Deme tr/as Manchester Bcstg. Co. amends bid for new am station on 1230 kc 100 w unlimited to change studio and transmitter locations to Middle Turnpike near Broad St., Manchester. Filed July 7.

Marksville, La.—Avoyelles Bcstg. Corp. amends bid for new am station on 1340 kc, 250 w unlimited to specify 1370 kc 1 kw daytime. Filed July 7.

Gulfport, Miss.—John Edward Breland amends bid for new am station on 1390 kc 1 kw daytime to change studio and transmitter location to Broad Ave. and 15th St., Gulfport. Filed July 7.

Wellsboro, Pa.—Farm & Home Bcstg. Co. amends bid for new am station on 1240 kc 250 w unlimited to specify 1490 kc. Filed July 7.

Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service amends bid for new am station on 1220 kc 250 w daytime to specify 1570 kc. Filed July 9.

San Angelo, Tex.—David P. Pinkston tr/as Concho Bcstg. Co. amends bid for new am station 1260 kc 1 kw daytime to specify 1420 kc. Filed July 9.

Existing Am Stations . . .

ACTIONS BY FCC

WMGR Bainbridge, Ga.—Decatur Bcstg. Co. granted CP to change from 1490 kc 250 w unlimited to 930 kc 5 kw daytime. Granted July 14.

WXLW Indianapolis, Ind.—Radio Indianapolis Inc. granted CP to change from 1590 kc 1 kw daytime to 950 kc 5 kw day, directional. Granted July 14.

KLPW Washington, Mo.—Franklin County Bcstg. Co. granted authority to move to Union, Mo. Granted July 14.

APPLICATIONS

WHMA Anniston, Ala.—Anniston Bcstg. Co. seeks CP to change from 1450 kc to 1240 kc. Filed July 7.

WCNU Crestview, Fla.—H. French Brown & Virginia Monroe O'Neal, administratrix of the estate of D. Grady O'Neal, deceased, d/b as Gulf Shore Bcstg. Co. seek CP to change from 1 kw to 5 kw on 1010 kc. Filed July 9.

WKXY Sarasota, Fla.—Antonio G. Fernandez, Charles J. Fernandez & Gonzalo Fernandez d/b as Sarasota Bcstg. Co. amends bid to change from 1540 kc to 1580 kc 1 kw day, 500 w night, directional to specify 930 kc, directional day and night. Filed July 12.

WALB Albany, Ga.—Herald Pub. Co. seeks mod. of license to change studio location to 0.5 mile north of Albany city limits, near intersection of Greenwood and Stewart Sts., Albany. Filed July 12.

WNIA Indianola, Miss.—W. L. Kent & John M. McLendon d/b as Central Delta Bcstg. Co. seek CP to change from 500 w to 1 kw on 1380 kc. Filed July 12.

KSPR Casper, Wyo.—Donald Lewis Hathaway seeks CP to change daytime power from 1 kw to 5 kw on 1470 kc. Filed July 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WICS-FM Baton Rouge, La.—Air Waves Inc. granted CP to change from 680 w to 2.6 kw; antenna height above average terrain 260 ft. Granted July 14.

WBEN-FM Buffalo, N. Y.—WBEN Inc. granted CP to change ERP to 52 kw; antenna height above average terrain 1,320 ft. Granted July 9; announced July 13.

Ownership Changes . . .

ACTIONS BY FCC

WDAK-TV Columbus, Ga.—Martin Theatres of Georgia Inc. and Radio Columbus Inc. granted transfer of control from Radio Columbus Inc. to Martin Theatres of Ga. through sale of 25% interest for $53,000. Martin Theatres will now own 75% interest. Granted July 14.

WHKC Columbus, Ohio—United Bcstg. Co. granted voluntary assignment of license to Radio Columbus Inc. for $258,000. Radio Columbus is licensee of WKRC-AM-FM-TV Cincinnati, and 30% owner WBIR Knoxville, Tenn., applicant for new tv station on ch. 10 there, and owner of WTVN (TV) Columbus. Principals include President **Hulbert Taft Jr.**; Vice Presidents **Kenneth W. Church, David G. Taft;** Secretary **Robert Taft Jr.,** and Treasurer-Asst. Secretary **Dorothy S. Murphy.** Granted July 14.

WIRO Ironton, Ohio—Iron City Bcstg. Co. granted voluntary acquisition of control by C. A. Baker through purchase of remaining 50% interest of Theodore M. Nelson and William P. Shannon for $17,000. Mr. Baker will now be sole owner. Granted July 14.

WCIO-TV Detroit, Mich. — UAW-CIO Bcstg. Corp. of Mich. granted voluntary assignment of license to Woodward Bcstg. Co. for $100. Woodward Bcstg. dismissed its bid for ch. 50 at Detroit. Principals include President-Treasurer **Max Osnos** (93%), department store, retail drugs; Vice President **Jacob Kellman** (4.5%), department store; **Waldo Abbott** (1.2%) U. of Mich. professor, and **George Edwards** (1.2%), Probate Court judge. Granted July 14.

WAZF Yazoo City, Miss.—WAZF Inc. granted voluntary transfer of control to E. O. Roden, W. I. Dove and G. A. Pribbenow through sale of all stock for $40,000. Principals include **E. O. Roden** (50%), owner WBIP Booneville, Miss., 30% owner WTUP Tupelo, Miss., and 62% owner Union News Inc., Jasper, Ala., newspaper; **W. I. Dove** (17½) 40% owner WTUP and 35% owner Union News Inc., and G. A. Pribbenow (33%), loan company. Granted July 14.

KNET Palestine, Tex.—Palestine Bcstg. Corp. granted voluntary transfer of control to Dr. Milton D. Queen and 8 others through sale of all stock for $32,500. Principals include **Dr. Milton D. Queen** (20½%), optometrist; **H. C. Bennett** (10½%), jewelry; **James T. Turner** (10½%); **Alan E. Vinsen** (10½%), program director KRBA Lufkin and KLTI Longview, Tex., and **C. Ray Cooper** (10½%), optometrist. Granted July 14.

WLCX La Crosse, Wis.—Bermac Radio Inc. granted assignment of license to Ottumwa Telecasting Corp. for $30,000. Principals include President **Roy L. Phillippe** (34%), manufacturer of vaults; Vice President-Treasurer **Gene W. Phillippe** (33%), former ½ owner WKID Urbana, Ill., and Secretary **Mildred Swenson Phillippe** (33%). Granted July 14.

KEVA Shamrock, Tex.—Albert Cooper, Clark and Merita Bumpers and Robert J. Beller d/b as Shamrock Texas Bcstg. Co. granted voluntary assignment of license to Albert Cooper and Clark & Merita Bumpers d/b as Shamrock Texas Bcstg. Co. through sale by Mr. Beller of his 20% interest to Mr. Cooper for $6,000. Mr. Cooper will now own 60% interest. Granted July 7; announced July 13.

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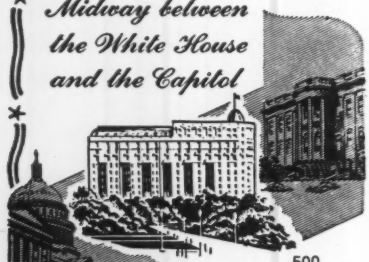

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APPLICATIONS

WSSB New Smyrna Beach, Fla.—Roland Jordan Jr., James D. King Jr. and Walter T. Slattery d/b as Beach Bcstg. Co. seek voluntary assignment of license to Broadcasters Inc. for $30,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla., general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%), Washington attorney. Purchasers have filed for new am station at Eustis, Fla. Filed July 6.

WOPA-AM-FM Oak Park, Ill.—Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc. and Egmont Sonderling d/b as Village Bcstg. Co. seek voluntary assignment of license to Richard Goodman, Mason Loundy and Egmont Sonderling d/b as Village Bcstg. Co. through sale of 35% interest by Oak Park Arms Hotel to Richard Goodman for $39,952. Mr. Goodman will now own 55%. Filed July 12.

WGUY-AM-FM Bangor, Me.—Murray Carpenter seeks assignment of license to Sherwood Tarlow for $17,000 plus 4-year lease at $375 per month. Mr. Tarlow is owner-general manager WHIL Medford, Mass., and applicant for new am stations at Beverly, Plymouth and Newburyport, Mass.

B•T erroneously listed Mr. Tarlow as ½ owner Mass. Tele-Radio Bcstg. Corp. Mass. Tele-Radio has withdrawn its application for ch. 44 at Boston. Filed June 24.

WSYR-AM-FM-TV Syracuse, N. Y.—Central N. Y. Bcstg. Corp. seeks voluntary relinquishment of control by Samuel I. Newhouse through sale of 44.6% interest to his sons Samuel I. Newhouse Jr. and Donald E. Newhouse for $563,500. Mr. Newhouse will now own 44.1% interest and his sons will each own 26.6% interest. Filed July 6.

KIHN Hugo, Okla.—Little Dixie Bcstg. Co. seeks voluntary transfer of control to A. O. Brewer and W. E. Schooler through purchase of 384 shares of stock for $38,400. Messrs. Brewer and Schooler will now be sole owners. Filed July 6.

WGLV (TV) Easton, Pa.—Easton Pub. Co. seeks assignment of CP for uhf ch. 57 to wholly owned subsidiary WGLV Inc. Filed July 12.

WJJM Lewisburg, Tenn.—Ida Murray and Martha Murray, executrixes of the estate of James J. Murray, deceased, seek voluntary assignment of license to Louis D. Lingner for $15,000. Mr. Lingner is manager of WJJM. Filed July 6.

KNEL Brady, Tex.—G. L. Burns seeks involuntary assignment of license to Geno M. Burns, executor of the estate of G. L. Burns (100%), deceased. Filed July 12.

KGNC-AM-TV Amarillo, Tex.—Plains Radio Bcstg. Co. seeks voluntary transfer of control of Globe-News Pub. Co., majority stockholder of licensee to Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp, voting trustees. Filed July 12.

KFYO-AM-TV Lubbock, Tex.—Plains Radio Bcstg. Co. seeks voluntary transfer of control of Globe-News Pub. Co., majority stockholder of licensee, to Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp, voting trustees. Filed July 12.

KVSP Lubbock, Tex.—R. Briggs Irvin, Rolan C. Simpson, James G. Jarrett and Wayne W. Tibbs Jr. d/b as Hub Bcstg. Co. seek voluntary assignment of license to Grady Franklin Maples and R. B. McAlister d/b as McMa Agency for $80,000. Messrs. Maples and McAlister are co-owners of KGMC Englewood, Colo. Filed July 12.

KVKM Monahans, Tex.—Monahans Bcstrs. Inc. seeks voluntary transfer of control to J. Ross Rucker, Joe Vandiver and G. C. Greenlee through sale of stock for $10,000. Principals include **J. Ross Rucker** (35%), KVKM manager; **Joe Vandiver** (32%), and **G. C. Greenlee** (30%), local food store manager. Filed July 6.

KTAC Tacoma, Wash.—Tacoma Bcstrs. Inc. seek voluntary relinquishment of control by Jerry P. Geehan through sale of 51 additional shares of stock for $100 par value to 5 local businessmen. Filed July 12.

Hearing Cases . . .

INITIAL DECISIONS

WVCH Chester, Pa.—FCC Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of the application of James M. Tisdale to increase power of am station WVCH Chester, Pa., from 250 w to 1 kw, install new transmitter and antenna, operating daytime only on its present frequency of 740 kc; engineering condition. Action July 9.

Chattanooga, Tenn.—New tv, vhf ch. 3. FCC Hearing Examiner J. D. Bond issued initial decision looking toward grant of the application of Mountain City Television Inc. for new tv station on ch. 3 in Chattanooga, Tenn., and denial of competing application of WDOD. Action July 9.

OTHER ACTIONS

Miami, Fla.—Ch. 10 hearing. By order, the Commission denied petition by KWAT Inc., which sought enlargement of the hearing issues with respect to the legal qualifications of Public Service Television Inc., both in competition with L. B. Wilson Inc. and North Dade Video Inc. for new tv station on ch. 10 in Miami, Fla. Action July 8.

Indianapolis, Ind., Rollins Bcstg. Inc.—FCC, by order, denied request for reinstatement of application for new am station on 950 kc 5 kw-D, without prejudice to resubmitting new application specifying another frequency. Action July 14.

Wheaton, Md., Scheewe Assoc.—FCC, by order, dismissed with prejudice application for new am station on 540 kc with 250 w-D; not in proper form and failed to prosecute. Action July 14.

WDON Wheaton, Md., Commercial Radio Equipment Co.: WGMS Washington, D. C., The Good Music Station Inc.; Bethesda, Md., The Good Music Station Inc.—FCC designated for consolidated hearing the following applications: WDON to change frequency from 1540 to 540 kc, with present power of 250 w-D; WGMS to increase power from 1 to 5 kw on its present frequency 570 kc, D, install DA and change transmitter location from Falls Church, Va., to Potomac, Md.; and The Good Music Station to operate on 570 kc with 1 kw, specified hours (nighttime only) at Bethesda, Md.; made WKBN Youngstown, Ohio, party to the proceeding. Action July 14.

Detroit, Mich.—FCC Comr. Frieda B. Hennock granted petition of Woodward Bcstg. Co. insofar as it requests dismissal of its application for ch. 50, and said application was dismissed with prejudice (Docket 10661; BPCT-1418); ordered application of WJLB retained in hearing (Action of 7/7/54). Granted July 8.

Rochester, N. Y.—FCC by memorandum opinion and order denied protest of WSAY directed against Commission action of May 20 granting without hearing the application of WBBF for renewal of its license. Action July 14.

WTRI (TV) Schenectady, N. Y.—FCC granted application of WTRI (TV) permittee, ch. 35, to change principal community to Albany and to maintain main studio outside Albany; engineering conditions. Comr. Hennock dissented and issued the following statement: "I dissent. For my views on this matter see my dissent in Docket 10964—March 17, 1954, FCC 54-365." Action July 8.

Muskogee, Okla.—Ch. 8 protest. By memorandum opinion and order the Commission denied petitions of Elfred Beck, Arthur R. Olson and Wrather-Alvarez Inc., protesting April 9 grant to Tulsa Bcstg. Co. for new tv station on ch. 8 in Muskogee, Okla. Beck operates KCEB (TV), Olson has CP for KSPG (TV) and Wrather-Alvarez transferred KOTV (TV) since filing of petitions, all in Tulsa. Action July 8.

Recapitulation of International Agreements—By order, the Commission revised Appendix A of Part 2 of its rules relating to radio treaty matters so as to recapitulate the listing of laws, treaties, agreements and arrangements relating to radio as of July 1. Action July 14.

Providence, R. I.—FCC, by memorandum opinion and order, denied petition filed April 16 by Cherry and Webb Bcstg. Co. (permittee of WPRO-TV on ch. 12 and licensee of am station WPRO, both in Providence), directed against Commission action of March 17 in dismissing Cherry and Webb protest to WNET (TV) operation on ch. 16. Action July 8.

Price, Utah, Carbon-Emery Bcstg. Co.—FCC designated for hearing application for new am station on 1490 kc, 250 w-U. Action July 14.

Hearing Calendar . . .

July 19

Atlanta, Douglas, Ga.; Hartselle, Ala.—860 kc, hearing conference before Examiner James D. Cunningham—WERD Atlanta, WDMG Douglas, Dorsey Eugene Newman, Hartselle, and WAMI Opp, Ala.

July 20

San Antonio, Tex.—Vhf ch. 12, further hearing before Examiner James D. Cunningham—Mission Telecasting Corp., The Walmac Co.

July 21

Bluefield, W. Va.—Vhf ch. 6, further hearing before Examiner Claire W. Hardy—Southern W. Va. Tv Inc., Daily Telegraph Printing Co.

July 22

Akron, Ohio—1150 kc, before Examiner Elizabeth C. Smith—WCUE.

Rule-Making Petitions . . .

6-6-54—Louisville, Ky. (WKLO-AM-TV), Mid-America Bcstg. Corp.—Petition to amend rules so as to assign ch. 13 in lieu of ch. 21 now assigned (Sec. 3.606).

7-1-54—Raleigh, N. C. (WNAO-TV), Sir Walter Television Co.—Petition to amend rules so as to add ch. 11 and ch. 40 to Durham, N. C., and ch. 5 and ch. 22 to Raleigh, N. C. (Sec. 3.606).

Routine Roundup . . .

July 8 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

KTBS Inc.; International Bcstg. Corp., Shreveport, La.—Granted joint petition for extension of time to and including July 26 in which to file exceptions to initial decision (Dockets 10476-77) (Action of 7/2).

By Hearing Examiner Claire W. Hardy

Southern W. Va. Television Inc.; Daily Telegraph Printing Co., Bluefield, W. Va.—Issued a preliminary order to govern the hearing in re applications for ch. 6 (Dockets 11042-43); introduction of oral testimony to commence Sept. 8.

By Hearing Examiner Annie Neal Huntting

Texas State Network Inc.; Fort Worth Television Co., Fort Worth, Tex.—By Memorandum Opinion and Order, directed Texas State Network Inc. to file on or before Aug. 9, a written statement, in triplicate, signed under oath, setting forth information with respect to past programming of KFJZ etc.; granted in part request of Fort Worth Television Co., that Texas State Network be directed to submit certain additional information under oath, denied request in all other respects (Dockets 10872-74) (Action of 7/8).

By Hearing Examiner Charles J. Frederick

Granted petition of Florida-Georgia Television Co. for postponement of the date for taking oral testimony in re its application for ch. 12 in Jacksonville, Fla. (Dockets 10833 et al.), from July 7 to July 14.

Granted petition of WWSW Inc., Pittsburgh, Pa., for postponement of the date for the taking of testimony in proceeding re ch. 11 in Pittsburgh, Pa. (Dockets 8694 et al.), from August 2 to August 23.

July 8 Applications

ACCEPTED FOR FILING

Modification of CP

KTYL Mesa, Ariz., Harkins Bcstg. Inc.—Mod. of CP (BP-8882) which authorized increase in daytime power and installation of new transmitter, for extension of completion date (BMP-6571).

Renewal of License

WMAL-FM The Evening Star Bcstg. Co., Washington, D. C. (BRH-229); KDKA-FM Westinghouse Bcstg. Co., Pitttsburgh, Pa. (BRH-20); WARL-FM Northern Va. Bcstrs. Inc., Arlington, Va. (BRH-606); WLEE-FM Lee Bcstg. Corp., Richmond, Va. (BRH-608).

July 9 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Chief Broadcast Bureau—Granted petition for acceptance of late filing of comments in re petition filed June 14 by Appalachian Bcstg. Corp. for modification of the Examiner's order controlling hearing in re proceeding for ch. 5 in Bristol, Va.-Tenn. (Dockets 10879-80). (Action of 7/8). Also granted extension of time to and including July 1 within which to file response to above mentioned petition. (Action of 7/7).

Gulf Coast Bcstg. Corp.; Baptist General Convention of Tex., Corpus Christi, Tex.—Granted petition of Baptist for an extension of time to and including July 29 in which to file exceptions to initial decision in proceeding re ch. 6 (Dockets 10559-60). (Action of 7/8).

By Hearing Examiner Isadore A. Honig

By Memorandum Opinion and Order, denied petition of Herald Corp. to enlarge the issues in proceeding re ch. 7 in Omaha, Neb., to include an "adequacy of funds" issue with respect to KFAB (Dockets 9009, 10909). Also gave notice of a further hearing conference to be held July 9 in this proceeding.

By Hearing Examiner Millard F. French

Sangamon Valley Tv Corp.; WMAY-TV Inc., Springfield, Ill.—On motion of WMAY-TV and Sangamon, extended from July 5 to July 14 the time for filing proposed findings in proceeding re ch. 2 (Dockets 10701, 03).

By Hearing Examiner Hugh B. Hutchison

Central City-Greenville Bcstg. Co.; Muhlenberg Bcstg. Co., Central City, Ky.—Issued a Memorandum Opinion and Order which shall control the subsequent course of hearing in proceeding re Dockets 10849, 11028, the taking of testimony to begin July 26.

MAGNACORD TAPE RECORDERS

GATES-QUINCY, ILL. 123 Hampshire St. Tel. 8202

July 12 Applications

ACCEPTED FOR FILING

License for CP

WIBV Belleville Bcstg. Co., Belleville, Ill.—License to cover CP (BP-6480 as amended) which authorized change frequency, increase power and change type transmitter (BL-5357).

WDQN Ava Bcstg. Co., DuQuoin, Ill.—License to cover CP (BP-9325 CP to replace expired CP BML-1519) which authorized change in transmitter and studio locations from Ava., Ill., to DuQuoin, Ill. (BL-5363).

WOIC Frank A. Michalak, Columbia, S. C.—License to cover CP (BP-9031) as mod. which authorized new standard broadcast station (BL-5359).

Modification of CP

KYOK Texas Bcstrs. Inc., Houston, Tex.—Mod. of license to change name of licensee to KYOK Inc. (BML-1591).

WMVO-FM The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio—Mod. of CP (BPH-1877) as mod. which authorized changes in licensed station for extension of completion date (BMPH-4928).

License for CP

KSWO-TV Oklahoma Quality Bcstg. Co., a copartnership composed of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert P. Scott, Lawton, Okla.—License to cover CP (BPCT-708) as mod. which authorized new tv station (BLCT-210).

Modification of CP

WHAT Independence Bcstg. Co., Philadelphia, Pa.—Mod of CP (BP-9034) which authorized change transmitter and studio locations and side mount fm antenna on am tower for extension of completion date (BMP-6575).

License for CP

WNVA Blanfox Radio Co., Norton, Va.—License to cover CP (BP-9241) which authorized change frequency, change hours of operation, increase power and install new transmitter (BL-5360).

Renewal of License

WPTS Midway Bcstg. Co., Pittston, Pa.—(BR-2868).

Modification of CP

KOPO-TV Old Pueblo Bcstg. Co., Tucson, Ariz.—Mod. of CP (BPCT-1168) as mod. which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2258).

WMIE-TV WMIE-TV Inc., Miami, Fla.—Mod. of CP (BPCT-1390) which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2261).

WROM-TV WROM-TV Inc., Rome, Ga.—Mod. of CP (BPCT-1319) as mod. which authorized new tv station for extension of completion date to 2-9-55 (BMPCT-2268).

WTVP (TV) Prairie Television Co., Decatur, Ill.—Mod. of CP (BPCT-1399) as mod. which authorized new tv station for extension of completion date to 11-12-54 (BMPCT-2269).

WSJV (TV) Truth Pub. Co., Elkhart, Ind.—Mod. of CP (BPCT-1695) as mod. which authorized new tv station for extension of completion date to 12-15-54 (BMPCT-2264).

WKJG-TV Northeastern Indiana Bcstg. Co., Fort Wayne, Ind.—Mod. of CP (BPCT-516) as mod. which authorized new tv station for extension of completion date to 9-15-54 (BMPCT-2253).

WLAP-TV American Bcstg. Corp., Lexington, Ky.—Mod. of CP (BPCT-1140) which authorized new tv station for extension of completion date to 8-3-55 (BMPCT-2267).

WKLO-TV Mid-America Bcstg. Corp., Louisville, Ky.—Mod. of CP (BPCT-552) as mod. which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2257).

WPFA-TV WPFA-TV Inc., Pensacola, Fla.—Mod. of CP (BPCT-1187) as mod. which authorized new tv station for extension of completion date to 2-2-55 (BMPCT-2262).

License for CP

KROC-TV Southern Minnesota Bcstg. Co., Rochester, Minn.—License to cover CP (BPCT-796) as mod. which authorized a new tv station (BLCT-211).

Modification of CP

WTOK-TV Southern Television Corp., Meridian, Miss.—Mod. of CP (BPCT-1183) as mod. which authorized new tv station for extension of completion date to 2-3-55 (BMPCT-2266).

KOOK-TV The Montana Network, Billings, Mont.—Mod. of CP (BPCT-1486) as mod. which authorized new tv station for extension of completion date to 4-1-55 (BMPCT-2265).

WBEN-TV WBEN Inc., Buffalo, N. Y.—Mod. of CP (BPCT-647) as mod. which authorized changes in facilities of existing tv station for extension of completion date from 8-12-54 (BMPCT-2272).

KCJB-TV North Dakota Bcstg. Co., Minot, N. D.—Mod. of CP (BPCT-1333) as mod. which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-2260).

WOTV (TV) Winston-Salem Bcstg., Richmond, Va.—Mod. of CP (BPCT-1623) which authorized new tv station for extension of completion date to 2-2-55 (BMPCT-2263).

WSLS-TV Shenandoah Life Stations Inc., Roanoke, Va.—Mod. of CP (BPCT-855) as mod. which authorized new tv station for extension of completion date to 11-1-54 (BMPCT-2259).

KOMO-TV Fisher's Blend Station Inc., Seattle, Wash.—Mod. of CP (BPCT-407) as mod. which authorized new tv station for extension of completion date to 11-10-54 (BMPCT-2270).

July 13 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 9

Modification of CP

WHOA San Juan, P. R., Continental Bcstg. Corp.—Granted Mod. of CP for extension of completion date to 1-4-55; condition (BMP-6567).

WFLW Hodgenville, Ky., V. R. Anderson—Granted Mod. of CP for extension of completion date to 1-17-55 (BMP-6570).

Actions of July 8

Remote Control

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—Granted authority to operate transmitter by remote control.

Granted License

WWOL-FM Buffalo, N. Y., Greater Erie Bcstg. Co.—Granted license for fm broadcast station; ch. 281 (104.1 mc), 7.7 kw (BLH-971).

Actions of July 7

WGST-FM Atlanta, Ga., Board of Regents, University System of Ga.—Granted authority to change location of remote control point.

KVAL-TV Eugene, Ore., Eugene Television Inc.—Granted Mod. of CP to extend completion date to 1-13-55.

Actions of July 6

Granted License

KMRC Morgan City, La., Tri-City Bcstg. Inc.—Granted license for am station; 1430 kc, 500 w, D (BL-5340).

WLBN Lebanon, Ky., Lebanon-Springfield Bcstg. Co.—Granted license covering increase in daytime power to 1 kw (1590 kc, 1 kw, D) (BL-5335).

KAVE Carlsbad, N. M., Carlsbad Bcstg. Corp.—Granted license covering installation of new transmitter; 1240 kc, 250 w, U (BL-5332).

Modification of License

WAMS Wilmington, Del., Wilmington Tri-State Bcstg. Co. Inc.—Granted mod. of license to change name of licensee to Rollins Bcstg. of Del. Inc. (BML-1589).

KFRM, KMBC-AM-TV Kansas City, Mo., WHB Bcstg. Co.—Granted Mod. of license to change name of licensee to KMBC Bcstg. Co. (BML-1590) (BMLRE-370) (BMPCT-2220).

Granted CP

WEAR-TV Pensacola, Fla., Gulfport Bcstg. Co.—Granted CP to replace expired CP (BPCT-863) as mod. which authorized new tv station; completion date 1-2-55 (BPCT-1876).

Modification of CP

WCBY Cheboygan, Mich., Straits Bcstg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6554).

The following were granted Mod. of CP's for extension of completion dates as shown: KTHE (TV) Los Angeles, Calif., to 1-28-55; KFSA-TV Fort Smith, Ark., to 1-31-55; KCMO-TV Kansas City, Mo., to 2-3-55; WBAL-TV Baltimore, Md., to 2-1-55; KCTV (TV) Sioux City, Iowa, to 2-1-55; KIMA-TV Yakima, Wash., to 1-20-55; KLRS Mountain Grove, Mo., to 2-7-55.

Action of July 2

Remote Control

WRBL Columbus, Ga., Columbus Bcstg. Co.—Granted authority to operate transmitter by remote control while using non-directional antenna.

July 14 Decisions

TV AND AM BROADCAST ACTIONS

Extension of Time

The Commission granted six months extension of time for the following tv grantees to construct their stations:

WJOL-TV Joliet, Ill., Joliet Television Inc., ch. 48 (BMPCT-2059); KCOA (TV) Corona, Calif., KOWL Bcstg. Co., ch. 52 (BMPCT-2069); WAZL-TV Hazleton, Pa., Hazleton Television Corp., ch. 63 (BMPCT-1650); also granted application (BPCT-1850) for replacement of expired CP of WFRB-TV Utica N. Y., Richard H. Balch, ch. 19 (BPCT-1281), and extended same for six months.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KDKA Pittsburgh, Pa.; KYW Philadelphia, Pa.; WHP Harrisburg, Pa.; WMRF Lewistown, Pa.; WNAE Warren, Pa.; WNCC Barnesboro, Pa.; WNOW York, Pa.; WORK York, Pa.; WPAZ Pottstown, Pa.; WPEL Montrose, Pa.; WPEN Philadelphia, Pa.; WPIC-AM-FM Sharon, Pa.; WPIT Pittsburgh, Pa.; WPPA-AM-FM Pottsville, Pa.; WRRN (FM) Warren, Pa.; WEJL (FM) Scranton, Pa.; WQAN Scranton, Pa.; WRAK-AM-FM Williamsport, Pa.; WRAW Reading, Pa.; WRTA Altoona, Pa.; WSAJ Grove City, Pa.; WSAN Allentown, Pa.; WSCR Scranton, Pa.; WTEL Philadelphia, Pa.; WTUX Wilmington, Del.; WVPO Stroudsburg, Pa.; WWPA Williamsport, Pa.

July 14 Applications

ACCEPTED FOR FILING

Modification of CP

WJLD Homewood, Ala. Johnston Bcstg. Co. (George Johnston and George Johnston Jr., partners)—Mod. of CP (BP-8656) as mod., which authorized changes in the antenna system by adding tv antenna (increase height) for extension of completion date (BMP-6580).

WCAR Detroit, Mich., WCAR Inc.—Mod. of CP (BP-5971) as mod., which authorized change power and hours of operation, installation of new transmitter and DA for day and night (DA-2) and change transmitter and studio locations for extension of completion date (BMP-6576).

Renewal of License

WGMS Washington, D. C., The Good Music Station Inc.—(BR-1403).

License for CP

WJBF-TV Augusta, Ga., Georgia-Carolina Bcstg. Co.—License to cover CP (BPCT-641) as mod., which authorized a new tv station (BLCT-213).

WXYZ-TV Detroit, Mich., WXYZ Inc.—License to cover CP (BPCT-1847) which authorized an auxiliary antenna at main transmitter site (BLCT-219).

Modification of CP

WBEN-TV Buffalo, N. Y., WBEN Inc.—Mod of CP (BPCT-915) as mod, which authorized installation of auxiliary transmitter at the main transmitter site to extend completion date (BMPCT-2271).

Carolina Network
$50,000.00

The only station in an attractive smaller market. A combined installation makes possible a very economical operation and opportunity for sizable profits. This is an ideal property for two active partners. Liberal financing is available.

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$125,000.00

The only station in one of the largest single station markets in the midwest. Always profitable under absentee-ownership. Approximately $20,000.00 net quick assets included.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Mississippi daytime indie wants manager with strong sales experience and managerial ability. No dreamers, drifters, artiste. Begin salary $85.00 week plus override and car expense. Good living conditions. Send resume of experience—personal background—photo. Box 644D, B•T.

Manager experienced in personnel, sales, all phases for small isolated, single market station. $400.00 monthly, plus percentage. Box 911D, B•T.

Sales promotion manager—tv-radio operation in top market looking for aggressive, imaginative, hard-hitting, but well balanced promotion director. Must have tv or radio experience. This is a position with a pioneer tv and radio operation (vhf) and only top personnel will be considered. State complete qualifications, background, salary, references, family status, etc. Box 987D, B•T.

Profitable midwest daytimer wants manager willing to invest at least $5,000 for sizable stock purchase. First qualification is ability to sell. All confidential. Box 1E, B•T.

Salesmen

Time salesman. Salary plus commission. Good market. ABC network. Texas. Box 956D, B•T.

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Time salesman wanted. Combined radio-television operation. Guarantee and commission. Send complete experience resume to Box 4E, B•T. Here is opportunity for permanent connection.

Need top-notch local salesman for aggressive 10,000 watt station. Good opportunity with guaranteed salary plus commission. State age, experience and references. Contact Rex Lathen, KIOA, Des Moines, Iowa.

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

WFAR, Farrell, Pa., target date mid-August, has commercial manager opening.

Salesman. Will pay straight salary and liberal annual bonus to the right family man. Write WFKY, Frankfort, Kentucky.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman-announcer. Good long term opportunity for dependable worker. WSMI, Litchfield, Illinois.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Interested in good live hillbilly disc jockey, one who is ad-lib salesman and has full work knowledge of hillbilly and folk music records. Station in good market for this type of work. Box 920D, B•T.

Experienced announcer. Prefer 1st phone. Montana. Permanent. Good salary. Box 928D, B•T.

Want dependable staff announcer. Send resume. ABC network. Texas. Box 957D, B•T.

Not the most powerful, but certainly one of the best stations in Virginia has a staff announcer opening. Prefer approximately two years experience in southeast radio, as salary is better than average. This is our first opening in four years. Box 976D, B•T.

Help Wanted—(Cont'd)

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Immediate opening for qualified announcer in leading station of fast growing southern city. Send resume, photo, audition and salary requirements to Program Director, WGAC, Augusta, Georgia.

Experienced announcer wanted immediately. Send tape, background and references. WIFM, Elkin, North Carolina.

Combination man . . . announcer and play-by-play sports for football and basketball. No summer play-by-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Staff announcer wanted. Good voice. Permanent . . . no drifters. Send tapes and letters to WJPR, Greenville, Mississippi.

Technical

Engineer with sales or announcing ability. Salary open. Good opportunity for right man to advance with established 1000 watt independent. Virginia. Send photo and tape. Box 998D, B•T.

Experienced video operator for southwest resort area vhf. First phone preferred. Pay commensurate with experience. Box 16E, B•T.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

Engineer, technicians—Must have experience. Please contact E. E. Rety, WBUF, 184 Barton Street, Buffalo, New York.

Engineer-announcer. Must have 1st class license to operate transmitter for non-commercial educational station. Supply snapshot and recording. Mail only. Station WHYY, Architects Building, Philadelphia 3, Pa.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Opportunity male copywriter with announcing experience. Submit samples. Texas. Box 955D, B•T.

Music librarian—Experienced with transcriptions and records. Duties include programming recorded music for radio and television station. Starting salary $300-$350 per month. Give experience. Box 966D, B•T.

Girl with executive ability. Experienced in traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic dept. Starting salary $350-$400 per month. Give experience, include photo. Box 967D, B•T.

Help Wanted—(Cont'd)

Experienced newscaster in big market. Experience in gathering and writing news as well as broadcasting desirable—Local news stressed. Box 14E, B•T.

Good continuity writer, preferably young woman who writes strong brisk sales copy for 5,000 watt radio station in central New York. Good opportunity. Excellent working conditions. Write full details on qualifications to Box 20E, B•T.

Television

Help Wanted

Managerial

Operations director—with a television station that has everything! KCKT goes on the air this fall with channel 2, 100,000 watts, 1000 ft. tower, new modern studios, latest GE equipment, large captive audience. Cost has not been spared to make KCKT a neat, compact operation. Here is a real opportunity for one that likes a challenge and has ideas to go with it. Write Manager, KCKT, Box 182, Great Bend, Kansas.

Tv sales manager. Vhf station in isolated agriculture market with captive audience is looking for man with tv sales background to head up tv sales. While this man will sell tv exclusively small or medium market radio experience will be helpful. If you know how to dig sponsors out from under rocks write in detail to Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Salesmen

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcer

Wanted at once, experienced sportsman for tv sportscast. Am play-by-play. Contact Len Anderson, WKBH-WKBT, LaCrosse, Wisconsin. Live wire deal for the right man.

Production-Programming, Others

Traffic—experienced only. Furnish references and salary expected. Box 19E, B•T.

Situations Wanted

Managerial

Sales manager-general manager am-tv. Having sold my own network 1st 50 market station I'm now satisfactorily employed same capacity; but not happily. You check my productive eighteen year industry record. In return I seek one ownership employment. Confidential. Box 961D, B•T.

Station manager or sales manager, 3 years radio sales, 5 years tv sales. Last 3 years as sales manger of tv. Agency and network contacts. Know how in building and maintaining local sales force. Stable and dependable. Excellent references. Box 977D, B•T.

Manager—13 years in all phases with 5 in management. College graduate. Good, stable record of performance. Age 33, married and hard worker. Midwest. Box 997D, B•T.

Manager highly successful in producing profits seeks location in Florida, Texas, Arizona or California for daughter's health. Will manage, lease or invest in radio or sell tv. Waiting to be sold on your location and will in turn sell you on my ability to produce from the record. If you are answering ads, answer this one if you believe in profits. Box 2E, B•T.

Manager-sales experienced, age 31, family man. $125.00. minimum weekly, presently located, N. C. Have operated both net and indie. Box 18E, B•T.

Situations Wanted (Cont'd)

Sales manager—general manager—former owner. Over 20 years experience all phases. Community and civic leader, family man. Top references from industry leaders. Box 38E, B•T.

Salesmen

Wanted: Selling experience. 15 years in announcing, producing, programming. Sales only preferred. Accept combination. 6½ years present station. Box 27E, B•T.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 770D, B•T.

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

Newswriter, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 899D, B•T.

Four years experience announcing, program director. Married, 25, college grad, NBC school, veteran. Need position offering advancement. Box 925D, B•T.

Sports director—network calibre all sports. Excellent recommendations. Eight years radio-television. News-special events. 1,500,000 market. Station failure. Box 944D, B•T.

Announcer. Five years experience, news, DJ. Capable. Finest references. College graduate. Box 975D, B•T.

Announcer: Midwestern Broadcasting School graduate, strong on news, DJ, commercials. Single, 24. Tape available. Box 979D, B•T.

Announcer and program director—Eight (8) years everyday experience. All types equipment. Prefer south or east. Not a drifter. Presently employed. Television experience. References excellent. Will give personal audition. Married. Sports, color. Excel on personal interviews and disc work. Have degree in music. Box 981D, B•T.

Experienced play-by-play announcer looking for station with lots of work. Married. Two years of television experience, too. Box 982D, B•T.

Announcer-sportscaster—10 years. Presently employed. Last 6 years same employer. Versatile. Staff and play-by-play. Am or tv. College graduate. Box 983D, B•T.

Announcer with English accent seeks position where such is desirable. Reply Box 985D, B•T.

Young man, experienced board operator, DJ work, reading news, wants permanent position. Box 990D, B•T.

Announcer with ten months combo experience, also interested in tv. Single, 23, vet, references. $60-$55. Box 992D, B•T.

Announcer with first phone. Seven years experience. Network caliber. Experienced all phases radio, tv. Desire California, all inquiries considered. Object, permanency. Call Richard Horner, Muskegon, Michigan, 2-8593. Box 995D, B•T.

Staff-sports announcer seeking position with progressive station—6 years diversified experience. Tapes, references available. Box 3E, B•T.

Chief announcer-sports director—6 years commercial experience—2 as sports director. Out of Army Sept. 1—service narrator top Signal Corps films. Prefer joint operation northeast, California. Answer all. Married, top references. Box 12E, B•T.

Pacific N.W. attention. First phone, 2 years am transmitter, control, little announcing, some tv. Age 30, family car. Visting area soon. Box 13E, B•T.

Experienced staff announcer, excellent delivery, news, very good commercials. Knowledge sports, DJ, operate board. Salary secondary to opportunity. Will travel. Box 22E, B•T.

Situations Wanted (Cont'd)

Combo man—3rd class permit, college graduate. Experience light, strong news, sports play-by-play. 250-500 watt station. Car, draft exempt. Box 25E, B•T.

Announcer, light experience, good DJ, news, sports, board, disc tape. Box 29E, B•T.

Announcer-presently employed N.Y.C.—3 years experience-personality DJ, news, console. Box 30E, B•T.

Two combo men, first phone, desire jobs immediately. Prefer coasts of California, Texas, Florida or overseas. Box 34E, B•T.

Top play-by-play man with 1st phone. Employed as chief engineer, sports director, staff announcer. Desire to relocate, southwest, south, midwest. Top references present employers. Sober family man desires permanency with opportunity for advancement. Box 40E, B•T.

Combo-man. First phone, two years experience. Age 29, married. Box 41E, B•T.

Announcer—production engineer. 1st ticket, presently employed, 50 kilowatt, full combo—no maintenance. Seeking change. Unusual, pleasing voice. Lou Anthony. South 1816 Maple Blvd., Spokane, Washington. Riverside 8375.

General staff-hard working, versatile, available now, married, veteran, tape and resume on request. Don Barton, 26 Linden Street, Brooklyn 21, N. Y.

Staff announcer—strongest on rural disc, farm programs. Limited experience. Preferably southeast. Roy Bone, 6435 South Yale, Chicago, Illinois. Phone Englewood 4-2890.

Negro DJ, tape, references. Jimmy Byrd, 107 Princeton, Hempstead, New York.

Announcer, 26. BA degree. 1 year experience. Strong news, commercials and music. $70 minimum. Phone, Ken Mann, Livingston 8-3077, 4734 S. Kimbark, Chicago 15, Illinois.

Here I am again—announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting School. Has car, will travel. Single. Audition disc available. George Pochos, 215 East 153rd Street, Harvey, Illinois.

Experienced announcer. Excellent references. Prefer south. Handicapped. Handle controls. Harvey Streu, 429 Second Avenue, Southeast, Minneapolis, Minnesota.

Permanent Florida location wanted. DJ, news, football, basketball play-by-play. 3rd ticket. Board experience, married. Best reference present employer. Available Florida August 5 for interview. Box 524, Ashland, Kentucky.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Qualified chief engineer-top flight combo announcer 13 years experience, seeking similar assignment California or southwest. Versatile. Precision smooth board operator experience as program director. Experienced complete station installation, unattended remote control, maintenance, directional systems. References. Available two weeks notice. Box 945D, B•T.

First phone engineer, four years experience am-fm. Presently employed combo. Want studio or control job in progressive tv station. Will consider am control in large station. Box 980D, B•T.

Better opportunity-network station. Present chief. Experienced am; all phases tv; xmtr camera, switcher, micro-wave relay. Box 996D, B•T.

Chief engineer western United States. Will manage personnel and technical problems economically. High power am-tv communications experience. References. Age 29. Married. Box 15E, B•T.

First phone long experience radio, television repairs, graduate electronics, two colleges, wants transmitter operator, daytime station. Box 23E, B•T.

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 26E, B•T.

Engineer, 1st phone, recent graduate. Also completed Schillinger System of musical composition and arranging—N.Y.U. Radio background, music composition-Columbia University—4 years. Dance band arranging experience. Desire technical experience where my musical background will be utilized. Ted Andrzewski, 1018 E. 25th Street, Paterson 3, N. J. Lambert 3-7988.

Commercial radio operator would like to break into broadcast or tv. 1st telegraph and 1st phone. Married, 27, veteran. William Berkley, 12 Bryce Ave., Glen Cove, New York.

Situations Wanted (Cont'd)

Production-Programming, Others

Program-sports director: Hypo your profits economically! Salable programming, production, play-by-play sports. 7 years; $100 plus talent. Box 913D, B•T.

Program director-news director. 35, mature, family, college graduate, ex-Army officer. Excellent background station administration and operation. Desire change. Presently employed 1kw in midwest. Resume, tape, photo on request. Available 1, 2 week notice. Box 951D, B•T.

Newsman-announcer seeking opportunity in midwest. Six years experience, radio and tv, authoritative performer, capable writer. Box 6E, B•T.

Exceptionally good newsman-announcer. Impressive record. Proven rating. Box 17E, B•T.

Promotion manager—8 years experience with station, network, newspaper, 4A agency, consultant group. Creates, writes and organizes hard-hitting sales, exploitation, audience building campaigns. Young, single. Will relocate. Box 32E, B•T.

Broadcaster: 8 years experience in production-programming, music, news, sports, sales (promotion), continuity, traffic, engineering (third ticket) and special events. Available immediately. Married, vet, Age 32. Salary open. Box 42E, B•T.

Television

Situations Wanted

Managerial

Sales manager—general manager—A $30,000 a year television station sales executive wants to put his talent, persuasiveness and managerial ability to work in an operation where he can gain partial equity and participate in ownership. Willing to invest. Personal billings average over one million annually past few years. I don't need big money to start with. If the partial ownership proposition is fair and hte earning potential is there, that's sufficient. Now employed by major market vhf station. Strong on sales, programming and promotion. Four years experience exclusively in tv: Over 13 years radio-tv combined. Solid citizen, family man, hard worker. Desire west, northwest, southwest or Florida. Replies strictly confidential. Box 37E, B•T.

Salesmen

Salesman: Eight years selling executives food and publication fields. Fordham evening college graduate. Majoring in English literature and television. Theatre experience backstage at Blackfriars and Sea Cliff Summer Theatre. Desires position combining sales and production. Single, 30, disabled veteran, own car. Will relocate anywhere. $75.00 per week, salary or draw. Available August 15, 1954. Box 916D, B•T.

Technical

Experienced television transmitter engineer wishes to relocate. Family man, presently employed. Good reference. Available August 10, '54. Box 988D, B•T.

(Continued on next page)

STOP . . . LOOK . . . LISTEN . . .

TO THESE RESULTS

A Florida Publisher Writes:

". . . My use of BROADCASTING • TELECASTING Magazine classified ads over a period of five months has sold 422 copies of our new Speakers Dictionary to radio and television stations throughout the U.S.A., Canada, Puerto Rico and the Hawaiian Islands. I know this result was through BROADCASTING • TELECASTING because my appeal to radio and television stations was only advertised in B•T . . . Sales are still coming in.

(signed)
Rod Arkell,
Sebring, Fla.

B•T can do the same for you.
When do we start?

Situations Wanted—(Cont'd)

Technical

Experienced 1st phone operator. 10 years all phases am, last 6 as chief. Age 29, married, family, car, completely reliable. Desire switch to tv or large am transmitter. Box 994D. B•T.

Technical director with top background, have built vhf and uhf stations, reasonable salary. Box 5E, B•T.

Versatile thoroughly trained in all tv studio operations desires opportunity in production or technical department. Available now, anywhere. Box 36E, B•T.

Production-Programming, Others

Young journalism graduate desires opportunity in television copy-service. Five years radio writing, sales, commercial managership background. Employed. Prefer temperate climate. Box 917D, B•T.

Photographer—9 years experience newspaper and television, movies, stills, slides, editing. Available thru staff cutback. Resume and recommendations. Box 978D, B•T.

Newsman. Experienced. Excellent on camera delivery. Good reporter, writer, cameraman and film editor. Very best background and references. Can top any competition, keep sponsors happy. Box 984D, B•T.

Actor-director, stage, 33, second phone. Desires assistant director, television position. Box 989D, B•T.

Tv-am news director, presently employed, seeks similar position with progressive news station. Present news work has won national recognition. College graduate, married, age 28. Box 24E, B•T.

Ambitious cameraman, excellent experience with network affiliate; also video, boom, floor manager. Desires new opportunity. Box 28E, B•T.

Television producer-writer, now employed in established tv-radio production organization in New York City, desires position in agency or tv station in same area. Six years experience in television and radio, including four years in present post. Responsible for various live tv series presented on N.Y.C. stations. Young, creative, aggressive. MA, BA degrees. Box 31E, B•T.

Promotion manager—8 years experience with station, network, newspaper, 4A agency, consultant group. Creates, writes and organizes hard-hitting sales, exploitation, audience building campaigns. Young, single. Will relocate. Box 33E, B•T.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. Box 846D, B•T.

Absentee owners wish to sell northwest 250 watt independent. Full price $25,000 with terms. Box 993D, B•T.

1kw daytimer in competitive southern market. Cash "talks", or $15,000 down with convenient term for right party. Box 8E, B•T.

250 watt full-time independent, 50 miles from hub of steel industry. Pressure of other investments makes this profit-making business available. Located 300 miles inland from east coast. Box 35E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

400 feet coaxial cable—3⅛" Andrew high efficiency type 552-1 for vhf, and 4 right angle bends, 3, 45 degree bends for above. In original crates, never used, stored inside, immediate shipment F.O.B. Albany, New York. Make offer. Box 915D, B•T.

For Sale—(Cont'd)

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

Van Eps overhead disc-cutting mechanism-continuously variable pitch without changing leadscrews. $150. Also one each, Van Eps disc cutting heads—15 and 500 ohms—$70 each. All brand new. Write for details. Box 11E, B•T.

Rust remote control 1 year old completely rebuilt and made new, shipped direct from factory to you. 375' type 300 Wincharger tower, A-3 Fl. beacon and side lights, on ground in 20' sections; less insulator; includes all guys; fine for tv. New cost $5,700—yours $2,850. WDIA, Memphis, Tenn.

One RCA TG-1A sync. generator and RCA TK-3A flying spot slide projector scanner. Both items new, in storage—never used. Will sell for cash considerably below cost. WSAV, Savannah, Georgia.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Two Blaw-Knox 200' insulated self-supporting radio marine towers. 100 mile radius. Withstood 15 years Florida weather. City Hall, Lake Worth, Florida.

Holmes LT projector. Completely rebuilt with new up-to-date mechanism. New selling price $1,800.00. Will close out this one only at $1,095.00 cash, F.O.B. Quincy, Illinois. Carries full guarantee. Complete with lens, projector lamp and all necessary attachments. A marvelous buy for any tv station needing one more projector. Phone Mr. Whitman — 8202 — Gates Radio Company, Quincy, Illinois.

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Equipment, etc.

Need everything for new 100-250 watt am station. Cash for good used equipment. Box 953D, B•T.

REL-fm tuner. Box 991D, B•T.

STL units in 900 or 7,000mc band. Must be in operating condition and prices right. Box 10E, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

350mm code beacon for tower top mounting, accommodate two 500 watt bulbs. Used but in good complete condition essential. Wire price, availability, collect, Eugene D. Hill. WORZ, Orlando, Florida, immediately.

Good used modern 5 kw transmitter. State price and condition. WRFC, Athens, Ga.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

SALES PROMOTION MANAGER WANTED

The present Promotion Manager of a Major Market network owned radio station is being promoted. If you think you can fill his shoes—and if you have big league experience in all phases of promotion including sales presentations, merchandising, exploitation and a working knowledge of research—Send us your resume, with references and photo. Previous radio station experience desirable.

Box 39E, B•T.

Help Wanted—(Cont'd)

GROWING CALIFORNIA STATION (AM and TV) Needs More Topflight Help

We are growing. Will need more help now and in the future in several departments. We are interested in top flight, exceptional people, only. If you are above average, and can produce, then tell us all about yourself, sending complete resume, references, and photo *first letter.* (Do not telephone).

Accountant-Bookkeeper

Need immediately thoroughly experienced person capable of assuming full charge. At present; one person department. Must handle multitude of details.

ENGINEER

Need immediately tv transmitter engineer capable of operation and maintenance.

ANNOUNCERS

If you are a topflight, versatile air salesman, congenial with fellow employees, send tape cut at 7-½ rpm. Must have first phone license. These are combo jobs.

TRAFFIC-COPY

Girl Friday. Good on detail for traffic department. Some copy writing and air work.

SALES

Need thoroughly experienced radio & tv salesman with proven record of production. Terrific market. If you are creative salesman, you can get the business if you make the calls.

This is a close knit family type organization, with hospitalization and profit sharing plan. The potential is here if you are the capable person who qualifies for one of these jobs. Send all details to:

KSBW-KSBW-TV
P. O. Box 1651, Salinas, Calif.

Television

Help Wanted

TELEVISION PERSONNEL WANTED

For CBS basic in Nashville—channel 5, 100kw. Announcers, tv transmitter operators, tv video operators. Only top-notch, experienced people wanted. Send your story (announcers send audition) with photograph to Program Director, WLAC-TV, Nashville, Tennessee.

Help Wanted—(Cont'd)

Managerial

SALES MANAGER

Good UHF network affiliate in good UHF market needs a good Sales Manager. Opportunity to earn between $10,000 and $12,000. Write full details first letter. Ted Eiland, P.O. Box 1880, Parkersburg, West Virginia.

Salesmen

TV FILM SALES AGENTS

Will represent film producer or distributor in Kansas, Colorado, Nebraska, Missouri, Oklahoma or part thereof. Long association with station personnel, agencies and many accounts. All replies confidential.
Box 7E, B•T.

TELEVISION SALESMAN WANTED

For basic CBS outlet in Nashville—channel 5, 100kw. 6 years proven radio-tv experience necessary. Only top men who are ready to move into sales management wanted. Top potential earnings. Send complete background, references and sales record with photograph. All replies confidential. Write General Manager, WLAC-TV, Nashville, Tennessee.

Production-Programming, Others

TV PROGRAM MANAGER

With experience, imagination and executive ability for growing UHF station in the East. We want a perfectionist who knows and insists on good operation. Replies confidential. Give experience and references.
Box 958D, B•T.

Situations Wanted

Announcers

TV-RADIO ANNOUNCER

Solid, experienced announcer desires new connections. Currently employed by 50kw AM & TV past four years. Performance record, references. Music, production and writing background excellent. Veteran, college degree, married, two children. Minimum base: $100.00.
Box 9E, B•T

Television

Situations Wanted

Managerial

YOUNG MAN WANTS
TV SALES, NATIONAL OR LOCAL
EXCELLENT EXPERIENCE IN
MAJOR MARKETS
OUTSTANDING CONTACTS IN
NATIONAL FIELD
FINEST REFERENCES POSSIBLE
DESIRE OPPORTUNITY FOR
ADVANCEMENT AND FUTURE
INVESTMENT
AVAILABLE FOR PERSONAL
INTERVIEW
Box 21E B•T

TOP RADIO EXECUTIVE

Energetic, well known, West Coast Broadcast Executive desires to make change. Top sales producer for years. Has regularly maintained Los Angeles, San Francisco, Dallas, Chicago, New York agency contacts. Presently General Manager of a leading radio station. Expertly qualified, due to past experience, for:

Radio or Television Station Management

Television Film Syndication Sales

Network Sales Executive

Chances are you know this man. If you need a BUSINESS MAN who knows his BUSINESS—Write, NOW, to

Box 43 E, B•T

For Sale

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

CAMERAS AND CREWS

Rent professional TV camera chains and crews . . . for remote or studio use or special event coverage. Trained crews available for service anywhere. Reasonable rates. Contact nearest office for details, Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass. ALgonquin 4-9090; 8000 Grand River, Detroit 4, Mich. TYler 6-9500.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

Advertisement

Harold Storm Resigns KMBC-KFRM-KMBC-TV

Harold Storm, veteran radio and television department head, has resigned his position as Director of Promotion, KMBC-KFRM-KMBC-TV of Kansas City. Storm is seeking a new connection.

In addition to a background of 14 years of radio and 8 years of television, Storm has had excellent business experience. Prior to entering radio full-time in 1940, he was director of radio and assistant advertising manager for a chain of grocery stores. He has had experience also as an assistant traffic manager and as credit manager for both wholesale and retail credits.

Station experience includes WNAX Yankton, S. D., KSO-KRNT, Des Moines, WOW and WOW-TV Omaha, KFAB Omaha and KMBC-KFRM-KMBC-TV, Kansas City. Well versed in all radio and television sales, promotion, program, and managerial problems. Storm is seeking a position that will fully utilize his talents and experience. He is 43 years old. He is steady and moderate in all things. He and Mrs. Storm have a son and a daughter—both in college. Mr. Storm is an expert at sales presentation, publicity and advertising. He has produced several industrial and documentary films.

Among 1953 accomplishments were ten national awards for KMBC. Mr. Storm is also experienced in publication work and was recently named "Editor of the Year" by the Kansas City Industrial Editors.

Mr. Storm can be reached at 5635 Locust, Kansas City 10, Mo. Jackson 1243.

Advertisement

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

This is a story about a Texas Cancellation

G. F. Roberts of KGFL, San Angelo writes:
"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

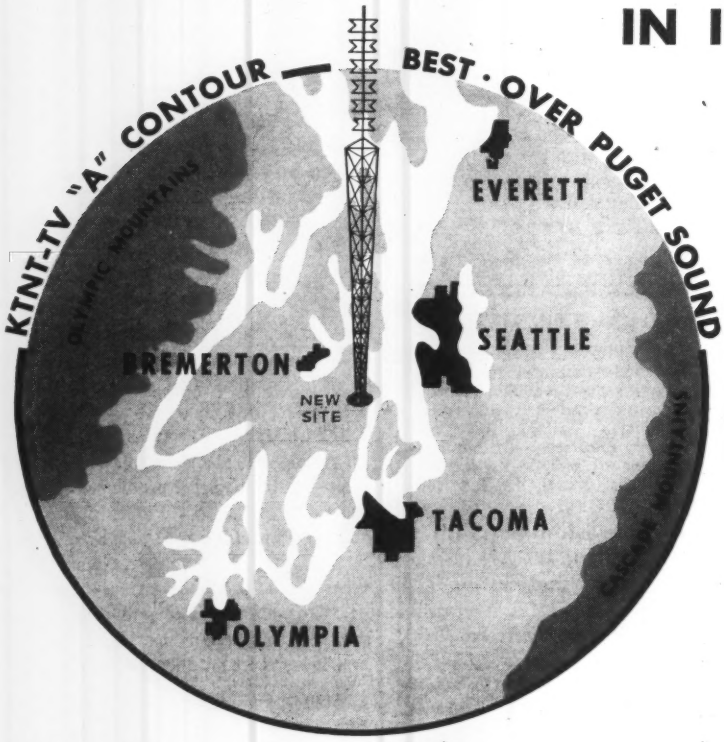
We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

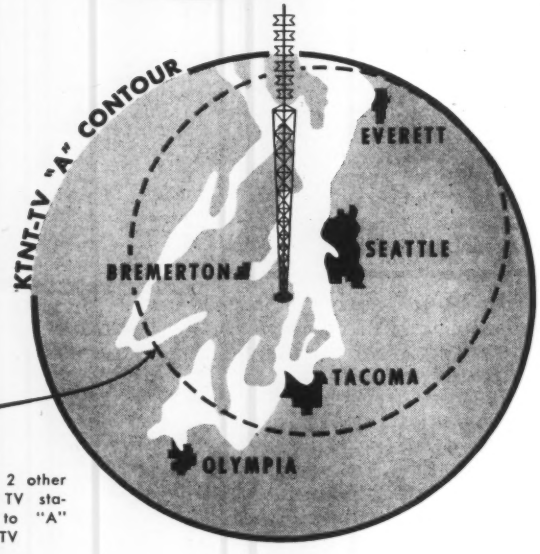
If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

only KTNT-TV covers ALL FIVE

IN ITS "A" CONTOUR

OVER PUGET SOUND





"A" coverage of 2 other maximum power TV stations compared to "A" Contour of KTNT-TV

SEATTLE: Now the 17th city in the United States and is the largest city in Washington State. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one-third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.

KTNT-TV

CHANNEL 11

NOW 316,000 WATTS

Antenna Height, 1000 ft. above sea level

CONTACT WEED TELEVISION

CBS

For the SEATTLE — TACOMA — PUGET SOUND AREA

"A" Contour Population Over 1,200,000

DUMONT TELEVISION NETWORK

TELESTATUS

July 19, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 219,454
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
Ala-Fla-Ga Tv Inc. (9) 7/2/54-12/25/54
Mobile†—
►**WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500**
►WKAB-TV (48) CBS, DuM; Forjoe; 74,900
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►**WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400**
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 94,250
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 93,300
►KPHO-TV (5) CBS, DuM; Katz; 94,250
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►**KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500**
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 65,091
►**KATV (7) (See Pine Bluff)**
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►**KCMC-TV See Texarkana, Tex.**

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 65,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,985
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,500
Fresno—
►KBID-TV (53) Meeker; 123,354
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►**KTHE (*28)**
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the newest to have started regular programming:

WMSL-TV Decatur, Ala. (ch. 23), July 4.

KWK-TV St. Louis, Mo. (ch. 4), July 8.

►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►**KRDO-TV (13) NBC; McGillvra; 36,000**
Denver—
►**KBTV (9) ABC; Free & Peters; 220,778**
►**KFEL-TV (2) DuM; Blair; 220,778**
►**KLZ-TV (7) CBS; Katz; 220,778**
►**KOA-TV (4) NBC; Petry; 220,778**
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►**WKNB-TV (30) CBS; Bolling; 176,068**
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27). 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 220,843
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 624,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

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FOR THE RECORD

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 62,500
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 59,919
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 249,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliett—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 545,535

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 482,000
► WISH-TV (8) CBS; Bolling

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 110,015

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/20/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692

Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161

Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.

Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor† —
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-8/15/54
Portland—
►WCSH-TV (6) NBC; Weed; 116,527
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
►WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 136,000
►WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
►WWOR-TV (14) ABC, DuM; Raymer; 52,750

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,468,407
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,140,000
*Detroit Educational Tv Foundation (*56) 7/14/54-Unknown*
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922
Lansing—
►WILS-TV (54) Venard; 45,000
►WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) NBC; Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
►KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
►KDAL-TV (3) NBC; Avery-Knodel; 56,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
►WCCO-TV (4) CBS; Free & Peters; 467,300
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown
Rochester—
►KROC-TV (10) NBC; Meeker; 70,000
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 467,300
►WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 87,085
►WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
►WCOC-TV (30) 32,500
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 115,998
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 399,555
►KMBC-TV (9) CBS; Free & Peters; 399,555
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 399,555
Kirksville†—
KTVO (3) 12/16/53-8/16/54
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 104,944
St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360
►KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
►WTVI (54) See Belleville, Ill.
►KWK-TV (4) CBS; Katz
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/15/54 (granted STA July 1)
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 48,456
►KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 7,000
Missoula†—
► KGVO-TV (13) CBS; Gill-Perna

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
Southwestern Publishing Co. (2) Pearson; 7/2/54-Dec. '54
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker. 22,418

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 287,725
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 407,023. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/1/54
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Kingston—
► WKNY-TV (66) CBS, NBC, DuM; Meeker; 8,650
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) ABC, NBC; Hollingbery; 230,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000
► WTRI (35) CBS; Headley-Reed; 90,038
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,855
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 143,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 27,950
WLOS-TV (13) ABC; Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,700
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-9/1/54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 231,184
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM, Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 213,267
► WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,128
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-7/18/54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
*WCET (*48) 12/2/53-7/19/54*
► WCPO-TV (9) ABC, DuM; Branham; 525,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,035,503
► WNBK (3) NBC; NBC Spot Sls.; 883,980
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,393
Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 175,632
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-7/15/54 (granted STA June 25)
Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 48,185
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC, NBC; H-R; 113,208
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*

Tulsa—
►KCEB (23) ABC, NBC, DuM; Bolling; 90,000
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) 7/8/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000

Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,600

Portland—
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
►WLEV-TV (51) NBC; Meeker, 76,492

Chambersburg†—
►WCHA-TV (46) CBS, DuM; Forjoe; 20,000

Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
►WSEE (35) CBS; Avery-Knodel; 21,182
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) NBC; Headley-Reed; 166,423

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656

Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
►WLBR-TV (15) Burn-Smith; 151,200

New Castle†—
►WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,780,046

Pittsburgh—
►WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
►WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
►WHUM-TV (61) CBS; H-R; 175,000

Scranton—
►WARM-TV (16) ABC; Hollingbery; 154,000
►WGBI-TV (22) CBS; Blair; 160,000
►WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 160,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,925
►WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 46,700

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 55,750
►WIS-TV (10) NBC; Free & Peters; 105,258
►WNOK-TV (67) CBS, DuM; Raymer; 56,001

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
►WFBC-TV (4) NBC; Weed; 277,662
►WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 77,468

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 81,296
►WTSK (26) CBS, DuM; Pearson; 74,700

Memphis—
►WHBQ-TV (13) CBS; Blair; 283,350
►WMCT (5) ABC, NBC, DuM; Branham; 283,350

Nashville—
►WSIX-TV (8) CBS; Hollingbery; 191,810
►WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54 (granted STA July 6)

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 33,217

Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 51,309
►KGNC-TV (4) NBC, DuM; Katz; 51,309
KLYN-TV (7) 12/11/53-Unknown

Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 72,161

Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54

Corpus Christi†—
►KVDO-TV (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
►KRLD-TV (4) CBS; Branham; 388,771
►WFAA-TV (8) ABC, NBC, DuM; Petry; 390,000

El Paso—
►KROD-TV (4) ABC, CBS, DuM; Branham; 53,684
►KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 378,300

Galveston—
►KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; Pearson; 35,327

Houston—
KNUZ-TV (39) See footnote (d)
►KPRC-TV (2) NBC; Petry; 350,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
►KTVE (32) Forjoe; 23,084

Lubbock—
►KCBD-TV (11) ABC, NBC; Pearson; 56,026
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,000

San Angelo—
►KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
►KGBS-TV (5) ABC, CBS, DuM; Katz; 198,371
►WOAI-TV (4) NBC; Petry; 198,371
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
►KCEN-TV (6) NBC; Hollingbery; 80,758

Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124

Tyler†—
►KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
►KANG-TV (34) ABC, DuM; Pearson; 39,770

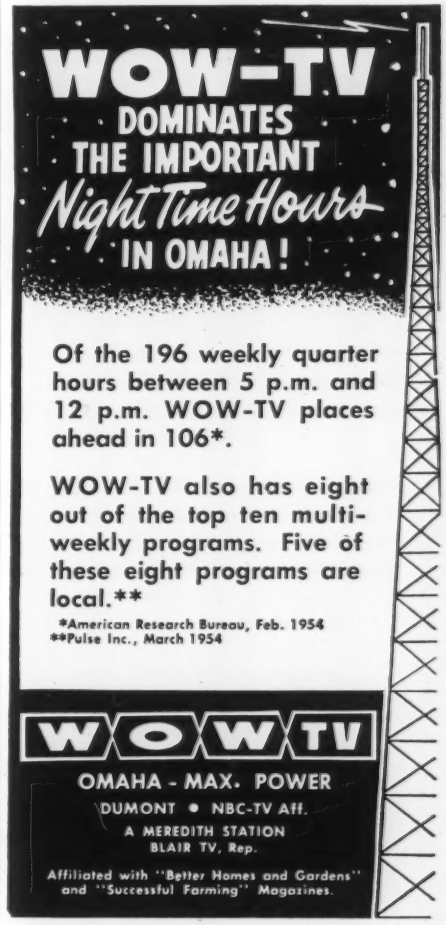
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 34,727

Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 67,003
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
►KTVT (4) NBC; Blair; 163,200
►KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54


WOW-TV
DOMINATES
THE IMPORTANT
Night Time Hours
IN OMAHA!
Of the 196 weekly quarter hours between 5 p.m. and 12 p.m. WOW-TV places ahead in 106*.
WOW-TV also has eight out of the top ten multi-weekly programs. Five of these eight programs are local.**
*American Research Bureau, Feb. 1954
**Pulse Inc., March 1954
WOWTV
OMAHA - MAX. POWER
DUMONT • NBC-TV Aff.
A MEREDITH STATION
BLAIR TV, Rep.
Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,500
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 322,759
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
► KING-TV (5) ABC; Blair; 354,800
► KOMO-TV (4) NBC; Hollingbery; 354,800
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,514
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 354,800
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 25,056

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,000
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54 (granted STA July 1)
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 51,500
► WMTV (33) ABC, NBC, DuM; Meeker; 54,000
Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-8/1/54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 322,981
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 679,256
WTVW (12) 6/11/54-Unknown
Neenah†—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC; NBC Spot Sls.; 58,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)
Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000
London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,326
7,326
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS
Windsor—(Detroit, Mich.)
► CKLW-TV (9) Young
Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 385; total cities with stations on air: 257. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,229,652.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 317,395 sets which WBEN-TV Buffalo reports it serves in Canada.

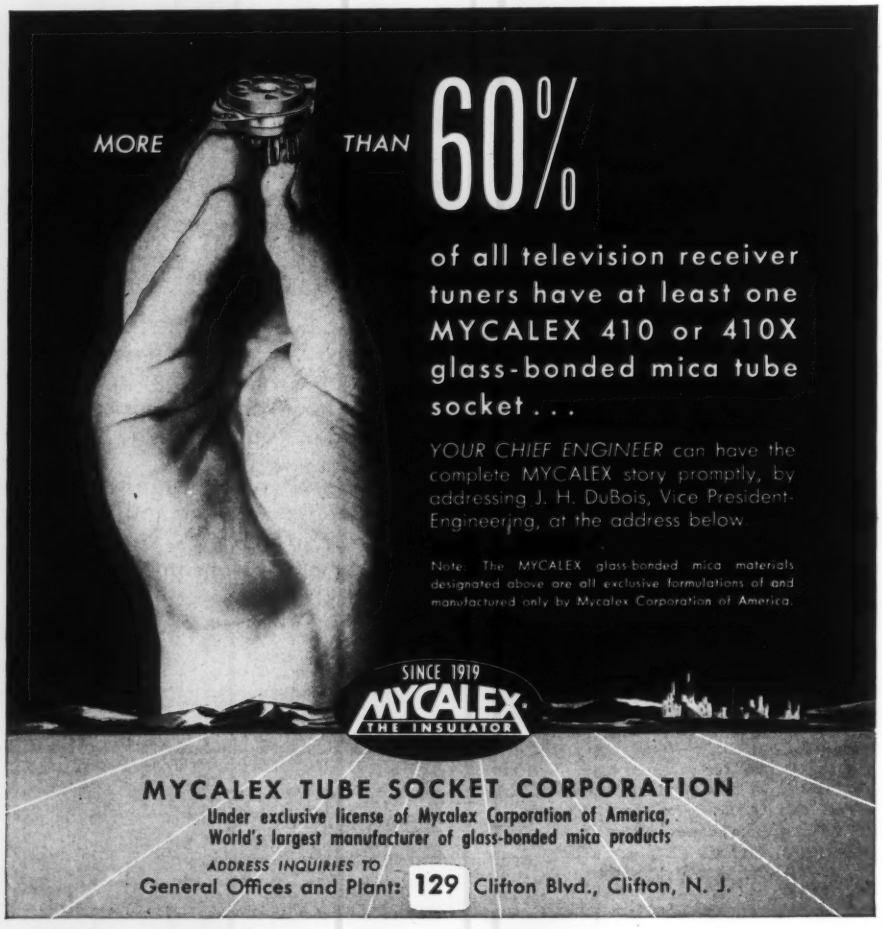
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; WFTV (TV) Duluth, Minn.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees


MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below.
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.
SINCE 1919
MYCALEX
THE INSULATOR
MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America,
World's largest manufacturer of glass-bonded mica products
ADDRESS INQUIRIES TO
General Offices and Plant: 129 Clifton Blvd., Clifton, N. J.

UPCOMING

JULY

July 23: Government-industry meeting preliminary to U. S.-Mexico am broadcasting conference, Washington, D. C.

July 24-31: **Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.**

AUGUST

Aug. 1-4: **National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.**

Aug. 2-21: **Summer Tv Workshop, Michigan State College, East Lansing.**

Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.

Aug. 9 (week of): **International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.**

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: **National Assn. of Gag Writers,** summer conference, New York.

Aug. 25-27: **Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.**

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-29: **Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.**

Aug. 28-29: **Montana Radio Stations Inc., Flat**head Lake Lodge, Big Fork.

Aug. 30-Sept. 4: **11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.**

SEPTEMBER

Sept. 1: **Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.**

Sept. 13-14: **British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.**

Sept. 26-29: **Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.**

Sept. 26-30: **Financial Public Relations Assn., Hotel Statler, Washington, D. C.**

Sept. 30-Oct. 1: **Michigan Assn. of Broadcasters,** St. Clair Inn, St. Clair.

Sept. 30-Oct. 2: **1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.**

OCTOBER

Oct. 4-6: **10th Annual National Electronics Conference, Hotel Sherman, Chicago.**

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: **Direct Mail Advertising Assn., Hotel Statler, Boston.**

Oct. 13-17: **Audio Engineering Society. Hotel New Yorker, New York.**

Oct. 15-16: **Ohio State U. advertising conference, Columbus.**

Oct. 20-21: **Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.**

Oct. 27-30: **National Assn. of Educational Broadcasters, Hotel Biltmore, New York.**

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8-10: **Assn. of National Advertisers, Hotel Plaza, New York.**

Nov. 14: **Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.**

Nov. 18: **Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.**

SPECIAL LISTINGS

BAB Clinics

July 19: Tampa, Fla.

July 20: Charlotte, N. C.

July 20: Detroit, Mich.

July 22: Richmond, Va.

July 23: Washington, D. C.

July 26: Philadelphia, Pa.

July 27: Pittsburgh, Pa.

July 29: Cleveland, Ohio.

Aug. 9: Milwaukee, Wis.

Aug. 10: Chicago, Ill.

Aug. 12: Los Angeles, Calif.

Aug. 13: San Francisco, Calif.

Aug. 16: Portland, Ore.

Aug. 17: Seattle, Wash.

Aug. 19: Montana

Aug. 20: Boise, Idaho.

Aug. 23: Salt Lake City, Utah

Aug. 24: Denver, Colo.

Aug. 26: Albuquerque, N. M.

Aug. 27: Wichita, Kan.

Aug. 30: St. Louis, Mo.

Aug. 31: Indianapolis, Ind.

BMI Clinics

Aug. 2-3: Hotel Biltmore, New York.

Aug. 5-6: Hotel Sheraton, Chicago.

Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Tv Cultur-ama

IN HONOR of a delegation from the Advertising Federation of America, conventioning last month in Boston, the Boston Pops Orchestra performed "Teeveeana," a medley of familiar tv themes, including those for such products as Ajax, Chesterfield, Gillette, Muriel, Lucky Strike, Oldsmobile, and others.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

BMI
"Pin Up" Hit
HIT AND RUN AFFAIR
RECORDED BY
PERRY COMO . . . . . Victor
PUBLISHED BY
DUCHESS MUSIC CORP.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Why Not Take All of Tv?

THE objections which the Station Representatives Assn. has raised to the formation of an all-industry promotional organization are quite understandable. The representatives and, no doubt, some of their station clients fear that networks would dominate the proposed bureau and dilute the effort to sell spot television. It is their view that their ends would be better served by an organization like the Television Advertising Bureau which they originally sponsored.

Probably they are right, if the organization is considered as one designed primarily to advance the cause of spot to the exclusion of network and local sales development. But what they have in mind is not a real television advertising bureau but an enlarged version of their own association, with expanded budget and promotional facilities, a sort of super-SRA which would be wholly preoccupied with the project of creating more spot tv advertising.

Such an organization might well prove to be extremely valuable. It could carry on and intensify the work which already has been commendably started by SRA, which, despite a limited budget, has been undeniably effective in promoting spot advertising in both radio and television.

But we believe that in addition to a specialized promotional unit of that kind, television needs an all-television advertising bureau which would sell television of all kinds, as a medium. An all-television bureau, autonomous and composed of all elements in tv, is bound to have a bigger budget than one whose sources of income are more confined. In the years ahead, a big budget for all-television promotion is going to be a necessity. The reason is that the battle for the advertiser's dollar is destined to be more furious than it has ever been in the past.

The arrival of color televison is bound to precipitate tougher selling competition between television and newspapers and between television and magazines. Color will give tv a distinct advantage over newspapers in soliciting both national and local accounts, both as to cost and technical quality.

Newspaper color costs about 25% more than black-and-white. Tv color, based on best available information, will run about 10% extra. Newspapers may be expected to respond vigorously to the new challenge. Inevitably their Bureau of Advertising, which already spends around 1.6 million a year to promote newspapers *as a medium*, will be supplied with even more funds. Television should be ready with its counterpart of the newspapers' Bureau of Advertising when the bare-knuckle stages of the fight begin.

Is That Meeting Necessary?

OPEN meeting season in broadcasting is upon us. A quick check shows that just about 100 formal meetings, most of a regional or state nature, to be sure, will be held between now and the end of 1954.

Between July 12 and Aug. 1, the Broadcast Advertising Bureau will have held 26 meetings. NARTB has scheduled 17 district meetings between Sept. 9 and Nov. 10. There are 44 state associations, and most of them will hold meetings before the year ends. In addition, Broadcast Music Inc. held 40 clinics in the U. S. between March 8 and June 25, not to mention six in Canada and one in Honolulu.

These do not include the various educational institutes, engineering sessions, women broadcasters conclaves, engineering seminars, and meetings to organize meetings.

We're not condemning anything. People learn by being exposed to the ideas of experts. Most of these sessions are well-attended. Hence they must serve useful purposes.

But we have the question of an excess of meetings repeatedly thrown at us. Should there be combined meetings, regional meetings, area meetings, all-purpose meetings? Are there too many meetings of too many groups at different places and at different times? Should more broadcasters attend sessions of their customers, like the American Assn. of Advertising Agencies, Assn. of National Advertisers and the specialized marketing groups and their regional subdivisions, rather than sessions where broadcaster meets broadcaster?

Drawn for BROADCASTING • TELECASTING by F. C. Tabor

"Only way I can figure it out—vhf means very high financing and uhf means ultra high financing."

Those are the questions we get.

We do not profess to know the answers.

We think it timely to suggest, however, that broadcasters (and their agency and advertiser guests) take inventory this year. Let them inquire of their staff people who attend these meetings (and of themselves) whether each session was worthwhile; whether the money spent and the man-hours contributed, plus the physical wear and tear, were offset by the new knowledge each acquired.

And, come the year's end, we may be asking about the result.

Color—Fall, 1954

AS PROMISED at its outset, 1954 is destined to go down in broadcasting history as the year that color television really got started. By fall, CBS and NBC will be producing a minimum of three to four hours of color programs each week and affiliates in some 70 markets will be equipped to distribute them.

By fall, too, manufacturers will be producing color sets with screen sizes comparable to those to which owners of black-and-white sets have become accustomed and at prices which, though high, will not be out of range of families in upper and upper-middle income brackets.

Certainly, the color programs already scheduled by NBC and CBS will be enough to tempt any tv fan to mortgage his home if that's the only way he can equip it for color reception. The NBC "spectaculars" and the CBS *Best of Broadway* alone would provide almost irresistible incentive, and they'll be far from alone on the fall-winter colorcasting agenda.

The onset of color can confer a special advantage on a group of telecasters who undeniably have taken some rough bumps in the post-freeze period—the uhf operators. For if set manufacturers make good their word, color sets destined for uhf-only or intermixed uhf-vhf markets will be all-wave receivers. If all-wave receivers are produced in quantity, the new conversion problem will be one for uhf and vhf operators alike. The problem will not be the conversion of vhf sets to receive uhf but the complete replacement of the present 30-odd million black-and-white sets with color receivers.

In time, the conversion to color could eliminate one of the major difficulties now confronting uhf, the scarcity of high-quality uhf receivers. That would go a long way toward narrowing the discrepancies between the vhf and uhf services.

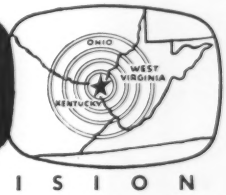
GOOD AS 4,561 TONS OF GOLD!

Anybody with that much wealth could buy all kinds of things. And, as a matter of fact, it just happens that the people who *do* have it *do* buy prodigiously. Their golden hoard is represented by its equivalent in green U. S. dollars – nearly *four billion* of them – which is the buying potential you'll find concentrated in an 116-county mint served by WSAZ-TV.

The particular brand of alchemy practiced by nearly a million busy families who live in WSAZ-TV's area is called *industry*. Many of America's largest, best-known manufacturers keep our Ohio Valley communities humming with productivity. Heavy industrial production makes good profits... good profits make bigger payrolls ... and bigger payrolls make people more buying-minded. As an advertiser with something to sell, you can take it from there.

But you can take it faster (and in greater amounts) with the unique help of WSAZ-TV. Across this industrial heart of the nation... in over 400,000 TV homes...WSAZ-TV is the *only single medium* able to reach so much of this golden potential (and with a persuasive power that is paying off handsomely for dozens of happy advertisers). If this prosperous prospect intrigues you, the nearest Katz office can stake out all the facts.

WSAZ



TELEVISION

Huntington-Charleston, West Virginia

Channel 3 – 100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and DuMont

Also affiliated with Radio Stations WSAZ, Huntington, and WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

The International Nickel Company's giant works at Huntington, W. Va., are typical of the many busy industrial installations found throughout WSAZ-TV's 116-county area. Their multi-billion dollar output finds ready demand all around the free world.